



SURVEY

COMMUNICATION MEDIA IMPACT IN THE MEXICO TOURISM IMAGE

Thank you for answering the present questionnaire.

General Info:

Age: Less than 18 18 – 21 22 – 25 More than 25

Gender: Male Female

Marital Status: Single Married

Nationality:

University studies:

1. ¿Is this the first time you visit Mexico? Yes No

2. Before you visit Mexico, ¿Which were your impressions about this country?

3. ¿Do you consider that you impression changed? Yes No

¿In which level?

Improve a lot Improve Worsen a lot Worsen

4. ¿How much time in advance was planned this trip?

Less than 1 month 1 – 2 months 3 – 4 months More than 5 months

5. ¿Through which information media did you hear of this tourism destiny?

Television or radio Suggestion of friends and/or family

Internet Newspaper or magazines

Movies Other (specify) _____

6. Order from major to minor each communication media according to the impact generate in your mind to choose Mexico as tourism destiny (1=major impact, 7=minor impact).

Television _____ Radio _____

Movies _____ Magazines _____

Internet _____ Other (specify) _____

Newspaper _____



7. In accordance with your opinion, read and evaluate each attribute that describes with exactness Mexico

	Strongly Disagree	Disagree	Neutral	Strongly Agree
1. In Mexico there are historic, cultural and monumental attractions	1	2	3	4 5
2. In Mexico there are many places of interest to visit	1	2	3	4 5
3. Mexico has friendly people	1	2	3	4 5
4. Mexico is an unsafe place to visit	1	2	3	4 5
5. Mexico is characterized for their beaches and natural scenic beauty	1	2	3	4 5
6. The temperature and weather in Mexico are pleasant	1	2	3	4 5
7. Mexico offers entertainment to their visitors	1	2	3	4 5
8. México is restful and relaxing	1	2	3	4 5
9. There is an attractive tourist promotional image of Mexico	1	2	3	4 5
10. It is easy to obtain information about Mexico	1	2	3	4 5
11. In Mexico there are good quality restaurants and hotels.	1	2	3	4 5
12. There are flights facilities to Mexico	1	2	3	4 5
13. Services and goods in Mexico are inexpensive	1	2	3	4 5
14. Mexico politic instability is evident	1	2	3	4 5
15. The language is a barrier to visit Mexico	1	2	3	4 5
16. The Internet information about Mexico is update and certain	1	2	3	4 5
17. Tourism inflow increase in Mexican locations used for film productions	1	2	3	4 5
18. National Films about social, politic, economic and cultural Mexican problems create negative influences in the tourism	1	2	3	4 5
19. The impact of actual television programs generate in the image of Mexico through news as the narcotraphic combat or entertainment programs as reality shows or series is more negative than positive	1	2	3	4 5
20. Lifestyles and customs in Mexico are similar to yours	1	2	3	4 5
21. Local arquitectural styles in Mexico are similar to your country	1	2	3	4 5

8. At present, ¿Would you recommend to visit Mexico? Yes No

¿Why?

In general, the Image of Mexico for you is:

EXTREMELLY NEGATIVE EXTREMELLY POSITIVE

1 2 3 4 5 6 7