

## ANEXO G

### Cuestionario en Inglés

GOOD MORNING (AFTERNOON):

I AM STUDENT OF THE UNIVERSITY OF THE AMÉRICAS, PUEBLA AND I AM MAKING A SURVEY IN ORDER TO MEASURE THE TOURIST AFFLUENCE IN TABASCO AND THE REASONS THAT MOTIVATE IT. I REQUEST IF YOU WOULD BE SO KIND TO ANSWER THE FOLLOWING QUESTIONS WITH THE GREATER POSSIBLE SINCERITY BECAUSE IT WILL SERVE FOR THE ELABORATION OF A PROFESSIONAL THESIS.

THANK YOU VERY MUCH FOR YOUR COLLABORATION.

Age: \_\_\_\_\_ Sex: F \_\_\_\_\_ M \_\_\_\_\_  
City (origin): \_\_\_\_\_ Country: \_\_\_\_\_

#### I. CHOOSE ONE OPTION

- 1.- What kind of transportation did you use to arrive at Villahermosa?  
Airplane \_\_\_\_\_ Bus \_\_\_\_\_ Car \_\_\_\_\_
- 2.- How many times have you been at Villahermosa?  
1-3 \_\_\_\_\_ 4-7 \_\_\_\_\_ more than 7 \_\_\_\_\_
- 3.- After visiting Villahermosa, do you travel to another mexican city? Yes, Which? \_\_\_\_\_ No \_\_\_\_\_
- 4.- Have you visit a tourist information center since your arrival? Yes \_\_\_\_\_ No \_\_\_\_\_
- 5.- In what kind of hotel do you stay?  
5 stars \_\_\_\_\_ 4 stars \_\_\_\_\_ 3 stars \_\_\_\_\_ 2 stars \_\_\_\_\_ 1 stars \_\_\_\_\_
- 6.- How did you make your reservation?  
Travel agency \_\_\_\_\_ Central reservations \_\_\_\_\_ Personally \_\_\_\_\_ Internet \_\_\_\_\_
- 7.- In the state of Tabasco you just visit Villahermosa?  
Yes \_\_\_\_\_ (Go to question 9) No \_\_\_\_\_ (Go to question 8)
- 8.- If you visit another place, do you come back at Villahermosa for sleep: Yes \_\_\_\_\_ No \_\_\_\_\_  
If you answer no, Where do you stay? \_\_\_\_\_
- 9.- How many days do you stay at Villahermosa? \_\_\_\_\_
- 10.- Do you think Villahermosa is an expensive city: Yes \_\_\_\_\_ No \_\_\_\_\_
- 11.- Did you get some information about Villahermosa before coming?  
Yes \_\_\_\_\_ (Go to question 12) No \_\_\_\_\_ (Go to question 13)

#### II. CHOOSE ONE OR MORE OPTIONS

- 12.- By which media did you get information?  
Television \_\_\_\_\_ Travel agency \_\_\_\_\_ Recomendations \_\_\_\_\_ Others, Which? \_\_\_\_\_
- 13.- Which was your reason to make this trip? Leisure \_\_\_\_\_ Business \_\_\_\_\_
- 14.- You travel with: Family \_\_\_\_\_ Friends \_\_\_\_\_ Single \_\_\_\_\_ Group \_\_\_\_\_
- 15.- Enumerate from 1 to 3 being the 1 attractiveness of greater interest for you.  
History \_\_\_\_\_ Lanscape \_\_\_\_\_ Gastronomy \_\_\_\_\_

#### III. CHOOSE ONE OPTION AND EXPLAIN THE REASON

- 16.- Would you come back to Villahermosa: Yes \_\_\_\_\_ No \_\_\_\_\_ Probably \_\_\_\_\_  
Why? \_\_\_\_\_