

MEXICO: IMAGE PERCEPTION OF THE AUSTRALIAN TOURIST

THIS SURVEY WILL SUPPORT MY PROFESSIONAL THESIS, A REQUISITE FOR OBTAINING THE BACHELOR'S DEGREE IN HOTELS AND RESTAURANTS MANAGEMENT AT THE UNIVERSITY OF THE AMERICAS, MÉXICO.

PLEASE TAKE A FEW MINUTES TO COMPLETE THE FOLLOWING QUESTIONNAIRE; YOUR OPINION IS VERY IMPORTANT TO THIS RESEARCH. THE ANSWERS ARE COMPLETELY CONFIDENTIAL AND THEY ARE GOING TO BE USED ONLY FOR ACADEMIC PURPOSES.

I. PERSONAL DETAILS

⇒ **AGE**
 18 – 25 26 – 35 36 – 45 > 45

⇒ **GENDER**
 MALE FEMALE

⇒ **MARITAL STATUS**
 SINGLE MARRIED OTHER, SPECIFY: _____

⇒ **ETHNICITY:** _____

⇒ **LEVEL OF STUDIES**

PRIMARY SCHOOL	<input type="checkbox"/>
HIGH SCHOOL	<input type="checkbox"/>
BACHELOR'S DEGREE	<input type="checkbox"/>
MASTER / PHD	<input type="checkbox"/>
DIPLOMA / TAFE	<input type="checkbox"/>
OTHER, SPECIFY:	_____

⇒ **ANNUAL INCOME**

LESS THAN 30,000 AUS	<input type="checkbox"/>
30,001 - 40,000 AUS	<input type="checkbox"/>
40,001 - 50,000 AUS	<input type="checkbox"/>
MORE THAN 50,001 AUS	<input type="checkbox"/>
PREFER NOT TO SAY	<input type="checkbox"/>

II. RESPONDANT TOURIST PROFILE

1º **HOW OFTEN DO YOU TRAVEL AS A TOURIST? (WITHIN OR OUTSIDE OF YOUR COUNTRY)**
 ONCE A YEAR 2 – 3 TIMES A YEAR MORE THAN 3 TIMES A YEAR OTHER: _____

2º **WHAT IS THE REASON THAT YOU TRAVEL THE MOST FOR?**
 HOLIDAYS (INCLUDING VISITING FAMILY/FRIENDS) STUDIES
 BUSINESS OTHER, SPECIFY: _____

3º **HAVE YOU TRAVELLED OVERSEAS?**
 YES → IF YES, HOW MANY TIMES HAVE YOU BEEN OVERSEAS IN THE LAST 2 YEARS? _____
 NO

4º **WHAT ARE THE MOST IMPORTANT THINGS YOU LOOK AT WHEN YOU CHOOSE WHERE TO GO OVERSEAS?**

<input type="checkbox"/> SAFETY AND SECURITY	<input type="checkbox"/> DISTANCE	<input type="checkbox"/> WEATHER
<input type="checkbox"/> PRICE	<input type="checkbox"/> VALUE FOR MONEY	OTHER: _____
<input type="checkbox"/> QUALITY	<input type="checkbox"/> PRESTIGE	
<input type="checkbox"/> HEALTH AND HYGIENE	<input type="checkbox"/> ATTRACTIONS	

5º **WHAT ARE THE TYPES OF THINGS YOU LIKE TO SEE WHEN YOU TRAVEL?**

<input type="checkbox"/> HISTORICAL PLACES	<input type="checkbox"/> NATURAL SITES
<input type="checkbox"/> CULTURAL PLACES	OTHER: _____

III. THOUGHTS AND AWARENESS OF MEXICO

6º **HAVE YOU EVER VISITED MEXICO?** YES NO 7º **WOULD YOU CONSIDER MEXICO AS A DESTINATION?** YES NO

8º **DO YOU KNOW WHAT IS MEXICO'S OFFICIAL LANGUAGE?**
 YES IF YES, PLEASE WRITE IT DOWN: _____
 NO

9º **IF YOU WERE TO TRAVEL TO MEXICO WOULD THE LANGUAGE BE A BARRIER?**
 YES NO

10º **COULD YOU DESCRIBE THE FIRST THING THAT COMES TO YOUR MIND WHEN YOU HEAR THE WORD MEXICO?**

11º **FROM THE FOLLOWING LIST, PLEASE SELECT THE MEXICAN DESTINATIONS YOU RECOGNIZE?**

<input type="checkbox"/> CANCÚN	<input type="checkbox"/> PUERTO ESCONDIDO	<input type="checkbox"/> PUERTO VALLARTA
<input type="checkbox"/> ACAPULCO	<input type="checkbox"/> OAXACA	<input type="checkbox"/> GUADALAJARA
<input type="checkbox"/> LOS CABOS	<input type="checkbox"/> MEXICO CITY	<input type="checkbox"/> MONTERREY

• IF THERE ARE ANY PLACES IN MEXICO YOU KNOW THAT ARE NOT LISTED ABOVE, PLEASE WRITE THEM DOWN:

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12^o ON A SCALE OF 1 TO 5, RATE HOW IMPORTANT THE FOLLOWING THINGS WOULD BE FOR YOU IN A TRIP TO MEXICO? CIRCLE YOUR ANSWER.

(1 = UNIMPORTANT; 2 = OF LITTLE IMPORTANCE; 3 = MODERATELY IMPORTANT; 4 = IMPORTANT; 5 = VERY IMPORTANT)

ARCHAEOLOGICAL RUINS	1	2	3	4	5	WEATHER	1	2	3	4	5
HISTORICAL ATTRACTIONS	1	2	3	4	5	NIGHTLIFE	1	2	3	4	5
NATURAL SITES	1	2	3	4	5	REST AND RELAXATION	1	2	3	4	5
TRADITIONS	1	2	3	4	5	QUALITY ON PRODUCT AND SERVICES	1	2	3	4	5
CUISINE	1	2	3	4	5	HYGIENE	1	2	3	4	5
FRIENDLY AND HOSPITABLE LOCALS	1	2	3	4	5	CRAFT MARKETS	1	2	3	4	5
SECURITY	1	2	3	4	5	SHOPPING	1	2	3	4	5

13^o FROM THE FOLLOWING, CIRCLE THE IMAGES THAT MAKE YOU THINK OF MEXICO.



14^o IN WHICH PART OF THE AMERICAN CONTINENT IS MEXICO LOCATED?

- NORTH AMERICA
- CENTRAL AMERICA
- SOUTH AMERICA

15^o TO THE RIGHT, THERE IS A MAP OF THE AMERICAN CONTINENT: PLEASE CIRCLE WHERE MEXICO IS LOCATED.



16^o IF YOU WERE TO TRAVEL TO THE UNITED STATES, WOULD YOU CONSIDER SPENDING MORE MONEY TO VISIT MEXICO BECAUSE IT IS SO CLOSE?

YES NO

17^o IF YOU WERE TO TRAVEL TO MEXICO, HOW MUCH MONEY WOULD YOU BE WILLING TO SPEND? (EXCLUDING AIRFARE)

- LESS THAN 1000 AUS
- 1000-1500 AUS
- 1500-2000 AUS
- 2000-2500 AUS
- MORE THAN 2500 AUS
- I DON'T CONSIDER MEXICO AS A OPTION FOR TRAVELLING

ON A SCALE OF 1 TO 5, WHERE 1 REFERS TO VERY BAD AND 5 TO EXCELLENT. WHAT DO YOU THINK ABOUT THE FOLLOWING?

18^o MEXICO AS A COUNTRY

1	2	3	4	5
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19^o MEXICO AS A TOURIST DESTINATION

1	2	3	4	5
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THANK YOU SO MUCH FOR YOUR TIME!