





**QUESTIONNAIRE: VISITORS' EXPECTATIONS – the City of Évora, a World Heritage site**

This questionnaire is part of an academic study carried out by University of Évora Master's Degree in Management students specialising in Marketing.

It has been devised with a view to **the ongoing improvement of services provided to tourists and monitoring the level of satisfaction among visitors to the city.**

Please help by completing the questionnaire. We would like your **personal views in a concise form** on the different aspects of the facilities provided.

Expected quality of facilities Based on your past experience, do you think a World Heritage city should offer an excellent standard of facilities? Please indicate your response by marking X.							
	Completely disagree	Disagree	Partly disagree	Neither agree or disagree	Partly agree	Agree	Completely agree
	1	2	3	4	5	6	7
<b>Access</b>							
A World Heritage city should have good access .....							
A World Heritage city should have good car parks outside the city centre .....							
A World Heritage city should have a good transport system .....							
A World Heritage city should offer professional taxi services .....							
A World Heritage city should offer good car rental services .....							
<b>Tourism and the heritage</b>							
A World Heritage city should provide a good standard of information to tourists .....							
A World Heritage city should provide good tourist signposting .....							
A World Heritage city should provide historical information about sights .....							
A World Heritage city should provide guided visits to the heritage .....							
A World Heritage city should provide suitable viewing/opening times for sights and museums .....							
A World Heritage city should have staff at sights, museums and tourist information centres to welcome tourists/visitors .....							
<b>Safety and infrastructures</b>							
A World Heritage city should be safe .....							
A World Heritage city should be clean and hygienic .....							
A World Heritage city should have good public toilet facilities .....							
A World Heritage city should have good mobile phone network coverage .....							
A World Heritage city should have a good range of shops .....							
A World Heritage city should provide a good public telephone service .....							
A World Heritage city should provide good facilities for using credit cards .....							
A World Heritage city should provide hot spots for wireless internet access .....							
<b>Sights and attractions</b>							
A World Heritage city should have a range of interesting sights.....							
A World Heritage city should have interesting museums .....							
A World Heritage city should offer a range of experiences for tourists .....							
A World Heritage city should offer a good standard of entertainment for tourists/visitors .....							
A World Heritage city should offer a good standard of cultural events for tourists/visitors .....							
A World Heritage city should have good traditional handicrafts shops .....							
A World Heritage city should have local people who are hospitable to visitors .....							
<b>Restaurants</b>							
A World Heritage city should have many restaurants .....							
A World Heritage city should have good restaurants .....							
A World Heritage city should have good traditional products.....							
A World Heritage city should have good traditional local food .....							
A World Heritage city should have restaurant staff who are welcoming to tourists/visitors .....							
A World Heritage city should have restaurants which are reasonably priced .....							
<b>Hotels</b>							
A World Heritage city should have many hotels .....							
A World Heritage city should have good hotels .....							
A World Heritage city should have hotels which offer a range of services .....							
A World Heritage city should have hotel staff who are welcoming to tourists/visitors .....							
A World Heritage city should have hotels which are reasonably priced .....							

Perceived quality of facilities Think about the <b>city of Évora</b> . What features does it have? Please indicate your response by marking X.							
	Completely disagree	Disagree	Partly disagree	Neither agree or disagree	Partly agree	Agree	Completely agree
	1	2	3	4	5	6	7
<b>Access</b>							
The city of Évora has good access .....							
The city of Évora has good car parks outside the city centre .....							
The city of Évora has a good transport system .....							
The city of Évora offers professional taxi services .....							
The city of Évora offers good car rental services .....							
<b>Tourism and the heritage</b>							
The city of Évora provides a good standard of information to tourists .....							
The city of Évora provides good tourist signposting .....							
The city of Évora provides historical information about sights .....							
The city of Évora provides guided visits to the heritage .....							
The city of Évora provides suitable viewing/opening times for sights and museums .....							
The city of Évora has staff at sights, museums and tourist information centres to welcome tourists/visitors .....							
<b>Safety and infrastructures</b>							
The city of Évora is safe .....							
The city of Évora is clean and hygienic .....							
The city of Évora has good public toilet facilities .....							
The city of Évora has good mobile phone network coverage .....							
The city of Évora has a good range of shops .....							
The city of Évora provides a good public telephone service .....							
The city of Évora provides good facilities for using credit cards .....							
The city of Évora provides hot spots for wireless internet access .....							
<b>Sights and attractions</b>							
The city of Évora has a range interesting sights.....							
The city of Évora has interesting museums .....							
The city of Évora offers a range of experiences for tourists .....							
The city of Évora offers a good standard of entertainment for tourists/visitors.....							
The city of Évora offers a good standard of cultural events for tourists/visitors .....							
The city of Évora has good traditional handicrafts shops .....							
The city of Évora has local people who are hospitable to visitors .....							
<b>Restaurants</b>							
The city of Évora has many restaurants .....							
The city of Évora has good restaurants .....							
The city of Évora has good regional products.....							
The city of Évora has good traditional local food .....							
The restaurant staff in the city of Évora are welcoming to tourists/visitors .....							
The restaurants in the city of Évora are reasonably priced .....							
<b>Hotels</b>							
The city of Évora has many hotels .....							
The city of Évora has good hotels .....							
The hotels offer a range of services .....							
The hotel staff in the city of Évora are welcoming to tourists/visitors .....							
The hotels in the city of Évora are reasonably priced .....							

Indicate the factors which influenced your decision to visit the city of Évora:			
Cost.....	<input type="radio"/>	Internet advertisements .....	<input type="radio"/>
Advice of family or friends .....	<input type="radio"/>	Internet search .....	<input type="radio"/>
Previous visit .....	<input type="radio"/>	Tourist brochures .....	<input type="radio"/>
I have always wanted to visit the city of Évora.....	<input type="radio"/>	Tourist guides .....	<input type="radio"/>
Participations in fairs .....	<input type="radio"/>	Articles in the press .....	<input type="radio"/>
Travel agent's suggestion .....	<input type="radio"/>	TV programmes .....	<input type="radio"/>
Media advertisements .....	<input type="radio"/>	Other. What? .....	<input type="radio"/>

How many times have you visited the city of Évora?	Never <input type="radio"/> Once <input type="radio"/> Twice <input type="radio"/> Three or more times <input type="radio"/>
Would you recommend/advise others to visit the city?	Yes <input type="radio"/> No <input type="radio"/>
Do you intend to return?	Yes <input type="radio"/> No <input type="radio"/>
Are you aware that you have visited a World Heritage site?	Yes <input type="radio"/> No <input type="radio"/>
What souvenir will you take away with you?	An handicraft item <input type="radio"/> Postcard <input type="radio"/> A magnet from one of the sights <input type="radio"/> Something else. What? _____
Describe the city of Évora in a word:	_____
How long was your stay?	1 day <input type="radio"/> 2 days <input type="radio"/> 3 days <input type="radio"/> 4 days <input type="radio"/> 5 days <input type="radio"/> 6 days <input type="radio"/> 7 days <input type="radio"/> Other. How many? ____ days.
Travels several times a year?	No <input type="radio"/> Yes <input type="radio"/> How many times per year? _____ What times of the year? Carnival <input type="radio"/> Easter <input type="radio"/> Summer <input type="radio"/> Christmas <input type="radio"/> End of year <input type="radio"/> Other: What? _____

### Profile of respondent

<b>Sex</b>	Male <input type="radio"/>	Female <input type="radio"/>	<b>Age</b>	_____ years		
<b>Marital status</b>	Single <input type="radio"/>	Married <input type="radio"/>	Cohabiting <input type="radio"/>	Separated <input type="radio"/>	Divorced <input type="radio"/>	Widowed <input type="radio"/>
<b>Nationality</b>	_____					
<b>City/country of residence</b>	_____ / _____					
<b>Qualifications</b>	_____		<b>Job</b>	_____		

**Comments / Suggestions for improvement:**

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Date: \_\_\_\_/\_\_\_\_/\_\_\_\_



This is the end of the questionnaire. THANK YOU VERY MUCH FOR YOUR COOPERATION!