## Questionnaire on motivations and tourist preferences

The purpose of this questionnaire is to understand how aspects of personality, interests and motivations articulate with preferences and, eventually, with the choice of tourist attractions.

Being an international project, we appeal you to respond as honestly and truthfully as possible across the various sections as if you were actually setting up your profile in a tourism application (e.g.: Booking.com or TripAdvisor) for a proposal of a travel itinerary according to your interests.

The gathered data are anonymous, confidential and will ONLY be used in aggregate form, NEVER being disclosed individually.

This work, conducted at the School of Engineering of the Polytechnic of Porto (ISEP, IPP) in conjunction with the Porto and Northern Portugal Tourism and the Institute of Policy and Management of the Chinese Academy of Sciences, is part of the GrouPlanner Project - "Supporting Groups in Travel Planning Considering Social and Cultural Aspects" (POCI-01-0145-FEDER-29178) and is funded by FCT (Foundation for Science and Technology) under the projects UID/CEC/00319/2019 and UID/EEA/00760/2019.
More information about this project can be found at http://www.gecad.isep.ipp.pt/grouplanner.
Most answers should be given on a scale from 1 to 7, being the scale values described in each part. The estimated response time is $15-25$ minutes.

We thank you in advance for taking the time to complete this questionnaire and for your valuable contribution to this research project!

* Required


## I-Socio-demographic Information

1. Age *
2. Sex *

Mark only one oval.


MaleFemaleOther: $\qquad$
3. Sexual orientation *

Mark only one oval.HeterosexualHomosexualBisexualOther:
4. Citizenship(s) *

Check all that apply.

## Portuguese

BrazilianSpanishFrenchChineseVenezuelanUkrainian
$\square$ IndianRomanianOther:
5. Country of birth *
6. Have you ever lived in different countries? *

Mark only one oval.YesNo
7. Marital status *

Mark only one oval.SingleMarriedDivorced / SeparatedIn a relationshipNon-marital partnershipWidowedOther:
8. Do you have children? *

Mark only one oval.No
Yes, 1
Yes, 2
Yes, more than 2
9. Who do you live with? *

Check all that apply.ParentsOther relativesAloneWife/Husband
PartnerChildrenFriendsColleaguesOther:
10. Which of the languages can you speak (fluently or not)? *

Check all that apply.EnglishFrenchGermanChineseSpanishItalianPortugueseOther:
11. Education level *

Mark only one oval.Primary/elementary school
Middle schoolSecondary/high schoolJunior College (2 year degree)Degree (3-4 years)
Master degree
Doctorate degreeOther:
12. Area(s) of formation *
13. Professional situation *

Mark only one oval.UnemployedStudentWorking studentEmployed workerSelf-employed as isolatedSelf-employed as employerRetiredDomesticOther:
14. What is/was your profession? *
15. How much is your liquid income per month? *

Mark only one oval.Not applicableLess than $650 €$Between 650€-1000€Between $1001 €-2000 €$Between $2001 €-3000 €$
More than $3000 €$
16. Do you follow any religion? *

Mark only one oval.YesNo, but I believe in a God / Superior BeingNo, I'm atheistNo, I'm agnostic
17. Do you have any allergy, chronic disease or disability? * Mark only one oval.NoYes
18. If your answer to the previous question was yes, which one(s)? *

Check all that apply.NoneAllergies/intolerancesMotorSensorialMental
Respiratory diseaseCardiovascular diseaseOncological diseaseAuto-immune disease
Digestive tract disease
Urinary tract disease
$\square$ Other:
19. Do you use internet at home? *

Mark only one oval.


Yes
No
20. What type of video-games do you prefer? *

Check all that apply.AdventureAction
Battle/fightFantasy
MultiplayerPlatformPuzzles
RPG/MMORPGSimulationSportsStrategyNoneOther:
21. How frequently do you play games in mobile devices? *

Mark only one oval.I don't have mobile devicesNeverI've played before but I don't play at the momentOnce a weekSeveral times a weekOnce a daySeveral times a dayOther:
22. Have you ever visited other countries? If yes, please select the continents you have been to *
Check all that apply.EuropeAsiaAfrica
$\square$ AmericaOceaniaAntarcticaNever visited other countries
23. If your previous answer was yes, how many different countries so far? *

Mark only one oval.3 or less4 to 1011 or moreNever visited other countries
24. When was the last time you visited another country? *

Mark only one oval.Last 6 monthsLast 2 yearsMore than 2 years agoNever
25. Usually, who accompanies you when you travel in leisure? *

Mark only one oval.NobodyMy companion and childrenMy companionRelativesFriendsOther:
26. How often do you travel abroad in leisure per year? *

Mark only one oval.Never3 times or less4 to 6 times7 to 10 timesMore than 10 times

## II - Personality Aspects (BFI*)

Next are a number of characteristics that may or may not apply to you. For example, do you agree that you are someone who likes to spend time with others?
Please write a number next to each statement to indicate the extent to which you agree or disagree with that statement.
There are no right or wrong answers; answer sincerely according to your usual way of being.
Mark your answer according to the following scale:

1. Disagree strongly
2. Disagree a little
3. Neither agree nor disagree
4. Agree a little
5. Agree Strongly
*Big Five Inventory
Adapted from John, O. P., and Srivastava, S. (1999)

## I see Myself as someone who...

## 27. 1. Is talkative *

Mark only one oval.

|  | 1 | 2 | 3 | 4 | 5 |  |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Disagree strongly | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | Agree strongly |

## 28. 2. Tends to find fault with others *

Mark only one oval.

|  | 1 | 2 | 3 | 4 | 5 |  |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Disagree strongly | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | Agree strongly |

29. 3. Does a thorough job *

Mark only one oval.

|  | 1 | 2 | 3 | 4 | 5 |  |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Disagree strongly | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | Agree strongly |

30. 4. Is depressed, blue *

Mark only one oval.

|  | 1 | 2 | 3 | 4 | 5 |  |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Disagree strongly | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | Agree strongly |

31. 5 . Is original, comes up with new ideas *

Mark only one oval.

|  | 1 | 2 | 3 | 4 | 5 |  |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Disagree strongly | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | Agree strongly |

32. 6. Is reserved *

Mark only one oval.

|  | 1 | 2 | 3 | 4 | 5 |  |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Disagree strongly | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | Agree strongly |

33. 7. Is helpful and unselfish with others *

Mark only one oval.

|  | 1 | 2 | 3 | 4 | 5 |  |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Disagree strongly | $\square$ | $\square$ | $\square$ | $\square$ |  |  |
| Agree strongly |  |  |  |  |  |  |

34. 8. Can be somewhat careless *

Mark only one oval.

|  | 1 | 2 | 3 | 4 | 5 |  |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Disagree strongly | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | Agree strongly |

35. 9. Is relaxed, handles stress well *

Mark only one oval.

|  | 1 | 2 | 3 | 4 | 5 |  |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Disagree strongly | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | Agree strongly |

36. 10. Is curious about many different things *

Mark only one oval.
$\begin{array}{lllll}1 & 2 & 3 & 4 & 5\end{array}$

Disagree strongly $\square$
$\qquad$ $\square$ $\qquad$
$\square$ Agree strongly
37. 11. Is full of energy *

Mark only one oval.

|  | 1 | 2 | 3 | 4 | 5 |  |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Disagree strongly | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | Agree strongly |

38. 12. Starts quarrels with others *

Mark only one oval.

|  | 1 | 2 | 3 | 4 | 5 |  |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Disagree strongly | $\square$ |  | $\square$ |  |  |  |
| Agree strongly |  |  |  |  |  |  |

39. 13. Is a reliable worker *

Mark only one oval.

|  | 1 | 2 | 3 | 4 | 5 |  |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Disagree strongly | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | Agree strongly |

40. 14. Can be tense *

Mark only one oval.

|  | 1 | 2 | 3 | 4 | 5 |  |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Disagree strongly | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | Agree strongly |

41. 15. Is ingenious, a deep thinker *

Mark only one oval.

|  | 1 | 2 | 3 | 4 | 5 |  |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Disagree strongly | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | Agree strongly |

42. 16. Generates a lot of enthusiasm *

Mark only one oval.

|  | 1 | 2 | 3 | 4 | 5 |  |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Disagree strongly | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | Agree strongly |

43. 17. Has a forgiving nature *

Mark only one oval.
$\begin{array}{lllll}1 & 2 & 3 & 4 & 5\end{array}$

Disagree strongly $\square$
$\qquad$ $\square$ $\qquad$
$\square$ Agree strongly
44. 18. Tends to be disorganized *

Mark only one oval.

|  | 1 | 2 | 3 | 4 | 5 |  |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Disagree strongly | $\square$ | $\square$ |  | $\square$ | $\square$ | Agree strongly |

45. 19. Worries a lot *

Mark only one oval.
$\begin{array}{lllll}1 & 2 & 3 & 4 & 5\end{array}$
Disagree strongly $\square \square$ Agree strongly
46. 20. Has an active imagination *

Mark only one oval.

|  | 1 | 2 | 3 | 4 | 5 |  |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Disagree strongly | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | Agree Strongly |

47. 21. Tends to be quiet *

Mark only one oval.

|  | 1 | 2 | 3 | 4 | 5 |  |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Disagree strongly | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | Agree Strongly |

48. 22. Is generally trusting *

Mark only one oval.

|  | 1 | 2 | 3 | 4 | 5 |  |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Disagree strongly | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | Agree Strongly |

49. 23. Tends to be lazy *

Mark only one oval.

|  | 1 | 2 | 3 | 4 | 5 |  |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Disagree strongly | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | Agree Strongly |

50. 24. Is emotionally stable, not easily upset *

Mark only one oval.
$\begin{array}{lllll}1 & 2 & 3 & 4 & 5\end{array}$
Disagree strongly $\square$
$\qquad$ $\square$ $\qquad$
$\square$ Agree Strongly
51. 25. Is inventive *

Mark only one oval.

|  | 1 | 2 | 3 | 4 | 5 |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Disagree strongly | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | Agree Strongly |

52. 26. Has an assertive personality *

Mark only one oval.
$\begin{array}{lllll}1 & 2 & 3 & 4 & 5\end{array}$

Disagree strongly $\square$
$\square$ $\square$ $\square$Agree Strongly
53. 27. Can be cold and aloof *

Mark only one oval.

|  | 1 | 2 | 3 | 4 | 5 |  |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Disagree strongly | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | Agree Strongly |

54. 28. Perseveres until the task is finished *

Mark only one oval.

|  | 1 | 2 | 3 | 4 | 5 |  |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Disagree strongly | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | Agree Strongly |

55. 29. Can be moody *

Mark only one oval.

|  | 1 | 2 | 3 | 4 | 5 |  |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Disagree strongly | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | Agree Strongly |

56. 30. Values artistic, aesthetic experiences *

Mark only one oval.

|  | 1 | 2 | 3 | 4 | 5 |  |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Disagree strongly | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | Agree Strongly |

57. 31. Is sometimes shy, inhibited *

Mark only one oval.
$\begin{array}{lllll}1 & 2 & 3 & 4 & 5\end{array}$

Disagree strongly $\square$
$\qquad$ $\square$ $\qquad$
$\square$ Agree Strongly
58. 32. Is considerate and kind to almost everyone *

Mark only one oval.

|  | 1 | 2 | 3 | 4 | 5 |  |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Disagree strongly | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | Agree Strongly |

59. 33. Does things efficiently *

Mark only one oval.

|  | 1 | 2 | 3 | 4 | 5 |  |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Disagree strongly | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | Agree Strongly |

60. 34. Remains calm in tense situations *

Mark only one oval.

|  | 1 | 2 | 3 | 4 | 5 |  |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Disagree strongly | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | Agree Strongly |

61. 35. Prefers work that is routine *

Mark only one oval.

|  | 1 | 2 | 3 | 4 | 5 |  |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Disagree strongly | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | Agree Strongly |

62. 36. Is outgoing, sociable *

Mark only one oval.

|  | 1 | 2 | 3 | 4 | 5 |  |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Disagree strongly | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | Agree Strongly |

63. 37. Is sometimes rude to others *

Mark only one oval.

|  | 1 | 2 | 3 | 4 | 5 |  |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Disagree strongly | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | Agree Strongly |

64. 38. Makes plans and follows through with them *

Mark only one oval.
$\begin{array}{lllll}1 & 2 & 3 & 4 & 5\end{array}$

Disagree strongly $\square$
$\qquad$ $\square$ $\qquad$
$\square$ Agree Strongly
65. 39. Gets nervous easily *

Mark only one oval.

|  | 1 | 2 | 3 | 4 | 5 |  |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Disagree strongly | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | Agree Strongly |

66. 40. Likes to reflect, play with ideas *

Mark only one oval.
$\begin{array}{lllll}1 & 2 & 3 & 4 & 5\end{array}$

Disagree strongly $\square$
$\square$
$\square$
$\square$Agree Strongly
67. 41. Has few artistic interests *

Mark only one oval.

|  | 1 | 2 | 3 | 4 | 5 |  |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Disagree strongly | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | Agree Strongly |

68. 42. Likes to cooperate with others *

Mark only one oval.

|  | 1 | 2 | 3 | 4 | 5 |  |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Disagree strongly | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | Agree Strongly |

69. 43. Is easily distracted *

Mark only one oval.
$\begin{array}{lllll}1 & 2 & 3 & 4 & 5\end{array}$
Disagree strongly $\square$ $\square$ $\square$ $\square$ $\square$ Agree Strongly
70. 44. Is sophisticated in art, music, or literature * Mark only one oval.

|  | 1 | 2 | 3 | 4 | 5 |  |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Disagree strongly | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | Agree Strongly |

## III - Tourist Preferences

This section deals with your preferences and possible concerns related to traveling.
Mark your answers according to the following scale:

1. Disagree strongly
2. Disagree moderately
3. Disagree slightly
4. Neither agree nor disagree
5. Agree slightly
6. Agree moderately
7. Agree strongly
8. 9. When traveling on leisure, I prefer outdoor activities *

Mark only one oval.

|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Disagree strongly | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | Agree strongly |

72. 2. Under no circumstances I like to take risks related to my physical integrity * Mark only one oval.

|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |  |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Disagree strongly | $\square$ |  |  |  |  |  |  |  |
| Agree strongly |  |  |  |  |  |  |  |  |

73. 3. A dinner with friends ideally should have a maximum of 6 people *

Mark only one oval.

|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |  |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Disagree strongly | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | Agree strongly |

74. 4. When going on vacations I take into account the destination's cultural offer *

Mark only one oval.

|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Disagree strongly | $\square$ | $\square$ |  | $\square$ | $\square$ | $\square$ |  |
| Agree strongly |  |  |  |  |  |  |  |

75. 5. I am afraid of getting ill or having accidents whilst away on vacations *

Mark only one oval.

|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |  |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Disagree strongly | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | Agree strongly |

76. 6. I would never travel to a place where there was no mobile phone network * Mark only one oval.

|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Disagree strongly | $\square$ | $\square$ |  | $\square$ | $\square$ | $\square$ | $\square$ |

77. 7. When planning vacations, I try to include as many places/attractions as possible * Mark only one oval.

|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |  |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Disagree strongly | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | Agree strongly |

78. 8. To be perfect, a vacation needs that every day is planned in advance * Mark only one oval.

|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Disagree strongly | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | Agree strongly |

79. 9. Within my possibilities, when on a vacation I don't look at expenses *

Mark only one oval.

|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |  |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Disagree strongly | $\square$ |  |  |  |  |  |  |  |
| Agree strongly |  |  |  |  |  |  |  |  |

80. 10. Before traveling I like to know/study the history of the destination *

Mark only one oval.

|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |  |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Disagree strongly | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | Agree strongly |

81. 11. Regardless of the destination, it is always better to travel in group * Mark only one oval.

|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Disagree strongly | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ |  |

82. 12. In a distant country, one of my worst fears would be to get lost *

Mark only one oval.

|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |  |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Disagree strongly | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | Agree strongly |

83. 13. I like to go where few people have been to before *

Mark only one oval.

|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Disagree strongly | $\square$ | $\square$ |  | $\square$ | $\square$ | $\square$ | $\square$ |

84. 14. For me, to feel comfort is always the most important (quality of facilities / products) * Mark only one oval.

|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |  |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Disagree strongly | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | Agree strongly |

85. 15. For me, to fulfill expectations is more important than a good surprise * Mark only one oval.

|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |  |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Disagree strongly | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | Agree strongly |

86. 16. When on vacations abroad, I like to feel that I am contributing to the local economy * Mark only one oval.

|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |  |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Disagree strongly | $\square$ | $\square$ |  |  |  |  |  |  |
| Agree strongly |  |  |  |  |  |  |  |  |

87. 17. For me, while on vacations there should be no time schedules *

Mark only one oval.

|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |  |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Disagree strongly | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | Agree strongly |

88. 18. For me, a good vacation has to include a cultural / learning component *

Mark only one oval.

|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Disagree strongly | $\square$ | $\square$ |  | $\square$ | $\square$ | $\square$ |  |
| Agree strongly |  |  |  |  |  |  |  |

89. 19. I would never visit a great city without seeing its iconic monuments * Mark only one oval.

|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |  |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Disagree strongly | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | Agree strongly |

90. 20. I would never travel to a destination with high pollution levels *

Mark only one oval.

|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Disagree strongly | $\square$ | $\square$ |  | $\square$ |  |  |  |
| Agree strongly |  |  |  |  |  |  |  |

91. 21. For me, it's important to see exotic things or that are very different from my culture * Mark only one oval.

|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |  |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Disagree strongly | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | Agree strongly |

92. 22. When I return from a vacation, I always bring souvenirs for me, family or friends * Mark only one oval.

|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |  |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Disagree strongly | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | Agree strongly |

93. 23. If a destination is "in vogue" or appears in the media, I feel more like visiting it * Mark only one oval.

|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Disagree strongly | $\square$ | $\square$ |  | $\square$ | $\square$ |  |  |
| Agree strongly |  |  |  |  |  |  |  |

94. 24. I would be willing to travel in a group organized by a travel agency *

Mark only one oval.

|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |  |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Disagree strongly | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | Agree strongly |

95. 25. I would never go on vacation with strangers (making common trips and meals) * Mark only one oval.

|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Disagree strongly | $\square$ | $\square$ |  | $\square$ | $\square$ | $\square$ |  |
| Agree strongly |  |  |  |  |  |  |  |

96. 26. If I were to travel in a group, I would rather do it with people similar to me * Mark only one oval.

|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |  |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Disagree strongly | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | Agree strongly |

97. 27. I would never travel in a group due to privacy reasons *

Mark only one oval.

|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Disagree strongly | $\square$ | $\square$ |  | $\square$ | $\square$ | $\square$ |  |
| Agree strongly |  |  |  |  |  |  |  |

98. 28. I would be incapable of traveling to a high criminality rate / armed conflict destination * Mark only one oval.

|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |  |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Disagree strongly | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | Agree strongly |

99. 29. I like to visit uncommon places or observe peculiar things (e.g., world records, pop icons, historical items, etc.) *
Mark only one oval.

|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |  |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Disagree strongly | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | Agree strongly |

100. 30. I'm afraid of: *

Check all that apply.HeightsTraveling on waterFlying
$\square$ Being under waterConfined spaces (claustrophobia)
I have no fearsOther:
101. 31. When planning vacations I generally prefer to go a place with: *

Mark only one oval.Cold weatherWarm weatherHot weatherI don't have a preference
102. 32. While on vacation, I would like to play a mobile game related to the attractions I'm visiting in order to make the experience more interesting/exciting *
Mark only one oval.

|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |  |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Disagree strongly | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | Agree strongly |

103. 33. If I were to play a mobile game with other visitors related to the places being visited:

Mark only one oval.I would rather do it competitivelyI would rather do it collaborativelyBoth optionsNone
104. 34. Considering an itinerary / vacation plan presented by a travel agency, I would prefer: * Mark only one oval.


To have a complete proposal, with everything defined, 'ready to use'


To be involved in the choice process, have more control and monitor all stages of the process

## IV - Travel motivations

This section is about possible motivations that may be present at the moment of planning a leisure travel.

Please mark your answers according the following scale:

1. Disagree strongly
2. Disagree moderately
3. Disagree slightly
4. Neither agree nor disagree
5. Agree slightly
6. Agree moderately
7. Agree strongly
*Adapted from Pearce, P. L. e Lee, UK-IL (2005)

## For me, important motivations can be:

105. 106. Being close to nature *

Mark only one oval.

|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |  |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Disagree strongly | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | Agree strongly |

106. 2. Meeting the locals *

Mark only one oval.

|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Disagree strongly | $\square$ |  |  |  |  |  |  |
| Agree strongly |  |  |  |  |  |  |  |

107. 3. Having daring/adventuresome experience *

Mark only one oval.

|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |  |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Disagree strongly | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | Agree strongly |

108. 4. Develop my personal interests *

Mark only one oval.

|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |  |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Disagree strongly | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | Agree strongly |

109. 5. Being with respectful people *

Mark only one oval.
$\begin{array}{lllllll}1 & 2 & 3 & 4 & 5 & 6 & 7\end{array}$

Disagree strongly $\square$ $\bigcirc$ $\square$ $\square$ $\square$ $\square$ $\square$ Agree strongly
110. 6. Understanding more about myself *

Mark only one oval.

|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |  |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Disagree strongly | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | Agree strongly |

111. 7. Being away from the crowds of people *

Mark only one oval.

|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |  |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Disagree strongly | $\square$ |  |  |  |  |  |  |  |
| Agree strongly |  |  |  |  |  |  |  |  |

112. 8. Thinking about good times l've had in the past *

Mark only one oval.

|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |  |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Disagree strongly | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ |  |

113. 9. Having romantic relationships *

Mark only one oval.

|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |  |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Disagree strongly | $\square$ | $\square$ |  |  |  |  |  |  |
| Agree strongly |  |  |  |  |  |  |  |  |

114. 10. Showing others I can do it *

Mark only one oval.

|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |  |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Disagree strongly | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | Agree strongly |

115. 11. Feeling the special atmosphere of the vacation destination *

Mark only one oval.

|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |  |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Disagree strongly | $\square$ | $\square$ |  |  |  |  |  |  |
| Agree strongly |  |  |  |  |  |  |  |  |

116. 12. Getting away from everyday psychological stress/pressure *

Mark only one oval.

|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |  |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Disagree strongly | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | Agree strongly |

117. 13. Doing something with my family/friend(s) *

Mark only one oval.

|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Disagree strongly | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | Agree strongly |

118. 14. Being obligated to no one *

Mark only one oval.

|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |  |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Disagree strongly | $\square$ |  |  |  |  |  |  |  |
| Agree strongly |  |  |  |  |  |  |  |  |

119. 15. Getting a better appreciation of nature *

Mark only one oval.

|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |  |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Disagree strongly | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | Agree strongly |

120. 16. Observing other people in the area *

Mark only one oval.

|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Disagree strongly | $\square$ | $\square$ |  | $\square$ | $\square$ | $\square$ | $\square$ |

121. 17. Experiencing thrills *

Mark only one oval.

|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |  |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Disagree strongly | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | Agree strongly |

122. 18. Developing my skills and abilities *

Mark only one oval.

| 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- |

Disagree strongly $\square$ $\square$ $\square$ $\square$ $\square$ $\square$ $\qquad$ Agree strongly
123. 19. Being near considerate people *

Mark only one oval.

| 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- |

Disagree strongly $\square$ $\bigcirc$ $\square$ $\square$ $\square$ $\square$ $\square$ Agree strongly
124. 20. Working on my personal/spiritual values *

Mark only one oval.

|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Disagree strongly | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | Agree strongly |

125. 21. Enjoying isolation *

Mark only one oval.

|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |  |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Disagree strongly | $\square$ | $\square$ |  |  |  |  |  |  |
| Agree strongly |  |  |  |  |  |  |  |  |

126. 22. Reflecting on past memories *

Mark only one oval.

|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |  |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Disagree strongly | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | Agree strongly |

127. 23. Meeting amorous partners *

Mark only one oval.

|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Disagree strongly | $\square$ | $\square$ |  | $\square$ | $\square$ | $\square$ | $\square$ |

128. 24. Being recognized by other people *

Mark only one oval.

|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |  |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Disagree strongly | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | Agree strongly |

129. 25. Experiencing something different *

Mark only one oval.

|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Disagree strongly | $\square$ | $\square$ |  | $\square$ | $\square$ | $\square$ | $\square$ |

130. 26. Getting away from the usual demands of life *

Mark only one oval.
$\begin{array}{lllllll}1 & 2 & 3 & 4 & 5 & 6 & 7\end{array}$

Disagree strongly $\square$
$\qquad$ $\square$ $\square$ $\square$ $\square$ $\square$ Agree strongly
131. 27. Strengthening relationships with my family/friend(s) *

Mark only one oval.

|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |  |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Disagree strongly | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | Agree strongly |

132. 28. Being independent *

Mark only one oval.

|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Disagree strongly | $\square$ | $\square$ | $\square$ | $\square$ |  |  |  |
| Agree strongly |  |  |  |  |  |  |  |

## V - Tourist Attractions

Imagine you had the opportunity to go on vacation according to your tastes/interests (including one or more destinations).

Please mark on a scale from 1 to 7 , where " 1 " corresponds to "Of Little Importance" and " 7 " to "Very Important", how important to you in the vacation destination would be to:
133. 1. Go to a Gastronomy Festival (food and/or drinks) *

Mark only one oval.

|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Of Little Importance | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ |

134. 2. Watch a natural phenomenon (e.g., volcanic eruption or northern lights) *

Mark only one oval.

|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |  |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Of Little Importance | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | Very Important |

135. 3. Watch a religious celebration *

Mark only one oval.

|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |  |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Of Little Importance | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | Very Important |

136. 4. Visit the historic cities/villages of the destination *

Mark only one oval.

| 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- |

Of Little Importance

$\square$
$\square$
$\square$ ( $\square$ Very Important
137. 5. Visit an oceanarium *

Mark only one oval.

|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |  |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Of Little Importance | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | Very Important |

138. 6. Visit caves/caverns/volcanoes *

Mark only one oval.

|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Of Little Importance | $\square$ |  | $\square$ |  | $\square$ | $\square$ | $\square$ |
| Very Important |  |  |  |  |  |  |  |

139. 7. Visit archaeological sites / ruins *

Mark only one oval.

|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Of Little Importance | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ |

140. 8. Attend cultural activities / artistic performances *

Mark only one oval.

|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |  |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Of Little Importance | $\square$ |  | $\square$ |  | $\square$ |  |  |  |
| Very Important |  |  |  |  |  |  |  |  |

141. 9. Go to the disco/nightclub *

Mark only one oval.

|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |  |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Of Little Importance | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | Very Important |

142. 10. Appreciate natural landscapes *

Mark only one oval.

|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |  |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Of Little Importance | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ |  |

143. 11. Do hiking / mountaineering *

Mark only one oval.

| 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- |

Of Little Importance

$\square$ $\square$ $\qquad$ $\square$ $\square$ $\square$ Very Important
144. 12. Practice aquatic sports (e.g., sailing, canoeing, diving, jet skiing) * Mark only one oval.

|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |  |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Of Little Importance | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | Very Important |

145. 13. Go to a theme park (e.g., Disneyland Paris) *

Mark only one oval.

|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |  |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Of Little Importance | $\square$ | $\square$ |  |  |  |  |  |  |
| Very Important |  |  |  |  |  |  |  |  |

146. 14. Undergo health and wellness treatments (e.g., hydrotherapy centers, mineral water resorts) *
Mark only one oval.

|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |  |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Of Little Importance | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ |  |

147. 15. Go to a Zoo *

Mark only one oval.

|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |  |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Of Little Importance | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ |  |

148. 16. Attend a typical celebration of the destination (e.g., popular celebrations, carnivals, fireworks) *
Mark only one oval.

|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Of Little Importance | $\square$ | $\square$ |  | $\square$ | $\square$ | $\square$ | $\square$ |
| Very Important |  |  |  |  |  |  |  |

149. 17. Go to a film festival *

Mark only one oval.

|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |  |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Of Little Importance | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ |  |  |  |

150. 18. Taste typical local dishes *

Mark only one oval.

|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Of Little Importance | $\square$ | $\square$ |  | $\square$ | $\square$ | $\square$ | $\square$ |

151. 19. Visit a botanical garden *

Mark only one oval.

|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |  |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Of Little Importance | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ |  |

152. 20. Visit monuments (e.g. churches, cathedrals, castles, fortresses, monasteries, palaces, etc.) *
Mark only one oval.

|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |  |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Of Little Importance | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | Very Important |

153. 21. Visit a beach for its natural beauty *

Mark only one oval.

|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |  |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Of Little Importance | $\square$ | $\square$ |  |  |  |  |  |  |
| Very Important |  |  |  |  |  |  |  |  |

154. 22. Go to the beach (sunbathing/swimming) *

Mark only one oval.

|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |  |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Of Little Importance | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | Very Important |

155. 23. To enjoy / buy local handicrafts *

Mark only one oval.

|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |  |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Of Little Importance | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ |  |

156. 24. Ride a bike *

Mark only one oval.

|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Of Little Importance | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ |

157. 25. Go to a funfair (e.g., amusements such as Ferris wheel, bumper cars, etc.) * Mark only one oval.

| 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- |

Of Little Importance

158. 26. Attend gyms / fitness centers *

Mark only one oval.

|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Of Little Importance | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ |  |  |  |
| Very Important |  |  |  |  |  |  |  |  |

159. 27. Go to a water park *

Mark only one oval.

|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |  |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Of Little Importance | $\square$ | $\square$ |  | $\square$ | $\square$ |  |  |  |
| Very Important |  |  |  |  |  |  |  |  |

160. 28. Go to a SPA / beauty center *

Mark only one oval.

|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |  |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Of Little Importance | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ |  |

161. 29. Do motorsports (e.g., karting, motocross) *

Mark only one oval.

|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |  |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Of Little Importance | $\square$ | $\square$ |  | $\square$ | $\square$ |  |  |  |
| Very Important |  |  |  |  |  |  |  |  |

162. 30. Have a picnic *

Mark only one oval.

|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |  |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Of Little Importance | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | Very Important |

163. 31. To go shopping / see storefronts (window shopping) *

Mark only one oval.

|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |  |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Of Little Importance | $\square$ | $\square$ |  | $\square$ | $\square$ |  |  |  |
| Very Important |  |  |  |  |  |  |  |  |

164. 32. Visit museums of: *

Mark only one oval per row.

| 1 (Of Little |
| :---: |
| Importance) |

165. 34. Visit viewpoints of: *

Mark only one oval per row.

|  | 1 (Of Little Importance) $2 \quad 3 \quad 4 \quad 5 \quad 6$ |
| :--- | :--- | :--- | :--- | :--- |
| natural landscape |  |
| urban landscape |  |

166. 36. Visit nature or wildlife reserves *

Mark only one oval.

|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Of Little Importance | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ |

167. 37. Observe sub-aquatic environments / marine life (e.g., snorkeling, submarine) * Mark only one oval.

|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |  |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Of Little Importance | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ |  |

168. 38. Visit large man-made constructions (e.g., bridges, tunnels, mines) * Mark only one oval.

|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |  |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Of Little Importance | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | Very Important |

169. 39. Go to a thematic parade (e.g., military, electronic music) *

Mark only one oval.

|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |  |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Of Little Importance | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ |  |

170. 40. Participate in a gastronomy tour (typical and/or gourmet dishes, wine tasting) * Mark only one oval.

1. 41. Walk in the forest/ woods *

Mark only one oval.
$\begin{array}{lllllll}1 & 2 & 3 & 4 & 5 & 6 & 7\end{array}$

Of Little Importance $\square$ © $\square \square$ $\square$ $\square$ $\square$ Very Important
172. 42. Take a walk along the river/sea coast *

Mark only one oval.

|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |  |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Of Little Importance | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | Very Important |

173. 43. Go to a music festival/concert *

Mark only one oval.

|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |  |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Of Little Importance | $\square$ | $\square$ | $\square$ |  |  |  |  |  |
| Very Important |  |  |  |  |  |  |  |  |

174. 44. Go to a dance/ballet festival *

Mark only one oval.

|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |  |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Of Little Importance | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | Very Important |

175. 45. Go to balls (dancing) *

Mark only one oval.

|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |  |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Of Little Importance | $\square$ |  | $\square$ |  |  |  |  |  |
| Very Important |  |  |  |  |  |  |  |  |

176. 46. Practice climbing or bungee jumping *

Mark only one oval.

|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |  |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Of Little Importance | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | Very Important |

177. 47. Visit mountain areas / gorges *

Mark only one oval.

|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |  |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Of Little Importance | $\square$ |  | $\square$ | $\square$ | $\square$ |  |  |  |
| Very Important |  |  |  |  |  |  |  |  |

178. 48. Go to a live music bar/place *

Mark only one oval.

| 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- |

Of Little Importance $\square$ $\square$ $\square$ $\square$ $\square$ $\square$ $\square$ Very Important
179. 49. Take boat trips to: *

Mark only one oval per row.

| 1 (Of Little |
| :---: |
| Importance) |


| know the destination's coast |
| :--- |
| for the historical value of the |
| for the pleasure of boating |

180. 52. Take a walk in a city park *

Mark only one oval.

|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |  |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Of Little Importance | $\square$ |  | $\square$ | $\square$ | $\square$ |  | $\square$ |  |

181. 53. Play ball sports (e.g., football, handball, volleyball, tennis) *

Mark only one oval.

| 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |

Of Little Importance $\square \square \square$ Very Important
182. 54. Do a safari *

Mark only one oval.

|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |  |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Of Little Importance | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ |  |
| Very Important |  |  |  |  |  |  |  |  |

183. 55. Play at the casino *

Mark only one oval.

|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |  |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Of Little Importance | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ |  |

184. 56. Assist to a sporting competition (e.g., watch a football game from a club of that country) *
Mark only one oval.

|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |  |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Of Little Importance | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | Very Important |

185. 57. Ride a horse *

Mark only one oval.
$\begin{array}{lllllll}1 & 2 & 3 & 4 & 5 & 6 & 7\end{array}$

Of Little Importance $\qquad$ $\square$ $\square \square$ $\square \square$ Very Important
186. 58. Hunt / fish *

Mark only one oval.

|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |  |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Of Little Importance | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | Very Important |

187. 59. Participate in an escape game *

Mark only one oval.

|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Of Little Importance | $\square$ |  | $\square$ |  | $\square$ | $\square$ | $\square$ |
| Very Important |  |  |  |  |  |  |  |

188. 60. Watch a bullfight *

Mark only one oval.

|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |  |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Of Little Importance | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | Very Important |

189. 61. Go to the circus *

Mark only one oval.

|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |  |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Of Little Importance | $\square$ | $\square$ |  | $\square$ | $\square$ |  |  |  |
| Very Important |  |  |  |  |  |  |  |  |

190. 62. Go on a cruise *

Mark only one oval.

|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |  |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Of Little Importance | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | Very Important |

191. 63. Do air sports (e.g., parachute jump, skydiving, gliding) *

Mark only one oval.

|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |  |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Of Little Importance | $\square$ | $\square$ |  | $\square$ | $\square$ |  |  |  |
| Very Important |  |  |  |  |  |  |  |  |

192. 64. Go to the swimming pool to swim/dive *

Mark only one oval.
$\begin{array}{lllllll}1 & 2 & 3 & 4 & 5 & 6 & 7\end{array}$

Of Little Importance $\square$ $\square$ $\square$ $\square$ $\square$ $\square$ $\qquad$ Very Important
193. 65. Go to the swimming pool to relax *

Mark only one oval.

|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |  |
| :--- | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :--- |
| Of Little Importance | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | Very Important |

194. 66. Have vacation on an island *

Mark only one oval.

|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |  |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Of Little Importance | $\square$ |  | $\square$ |  |  |  |  |  |
| Very Important |  |  |  |  |  |  |  |  |

195. 67. Assist to an opera/theater *

Mark only one oval.

|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |  |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Of Little Importance | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ | $\square$ |  |

196. $\mathbf{6 8}$. Ski *

Mark only one oval.

|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |  |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Of Little Importance | $\square$ | $\square$ |  | $\square$ | $\square$ |  |  |  |
| Very Important |  |  |  |  |  |  |  |  |

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