**CUSTOMER SATISFACTION ASSESSMENT QUESTIONNAIRE – TOURISM DEPARTMENT OF APULIA REGION**

Dear traveler, please take a few minutes to fill out this questionnaire in order to improve our services and increase the quality of your sojourn in Puglia. Thanks for your kind cooperation.

Name:

Surname:

Country/Region of origin:

Activity (Journalist, blogger, other):

**QUESTIONNAIRE**

**Question 1.** Did you know Puglia before our invitation to participate in an educational tour?

 Yes No

**Question 2.** What is the first thing that comes to mind if I say "Puglia"?

*Comment field*\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Question 3.**  Have you already talked about Puglia in your business activity?

If so, how and/or what occasion?

*Comment field* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Question 4.** Does your business have to do specifically with tourism?

If so, how

*Comment field* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Question 5.** How do you evaluate apulian artistic and cultural heritage?

*Comment field* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Question 6.** What would you suggest to improve our tourist and cultural offer?

*Comment field* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Question 7.** As regards communication, what could be the strengths on which Puglia should focus to promote tourism in a period other than summer time?

*Comment field* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**POST EDUCATIONAL**

**Question 8.** – Please grade your Educational tour quality satisfaction, using the following range of values

4 = Extremely satisfied 1 = Not at all satisfied

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| --- | --- | --- | --- | --- |
| Settore  | 1 | 2 | 3 | 4 |
| Accommodation |   |   |   |   |
| Transport  |   |   |   |   |
| Landscapes and sites  |   |   |   |   |
| Cultural heritage  |   |   |   |   |
| Natural heritage  |   |   |   |   |
| Tourist Guides and services  |   |   |   |   |
| Food and wine  |   |   |   |   |
| Entertainment - night life  |   |   |   |   |
| Sites cleaning and maintaining  |   |   |   |   |
| Cultural heritage accessibility  |   |   |   |   |
| Overall assessment about travel experience |   |   |   |   |

**Question 9.** – Please indicate tour sites that impressed you the most and why.

*Comment field* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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**Question 10.** – According to your expectations, the educational tour has been:

 As expected Beyond expectations Below expectations

*We would like to thank you for your time. Pursuant to Legislative Decree n. 196/200, your personal data will be processed anonymously and aggregated and they are used from Tourism Department of Apulia Region and Regional Agency Pugliapromozione for strictly statistical purposes.*