

SWOT - Excover

Part 1

* Required

1. **[Introduce yourself, explain the motivations of the interview, see instructions. Questions in square brackets are not to be read. Write here the place of the interview and, in the following, replace 'reference location' with that name. In case the interviewee is not willing to respond, answer yourself the first 3 questions and submit.] ***
-

2. **[Gender] ***

Mark only one oval.

- Female
- Male

3. **Age [tick the apparent age in case of drop out] ***

Mark only one oval.

- 15-24
- 25-34
- 35-44
- 45-64
- 65 or more

4. **How many years have you been resident in the reference location? ***
-

5. **[Is the interviewee going to respond? CHOOSE 'NO' ALSO IF HE IS NOT RESIDENT] ***

Mark only one oval.

- Yes
- No *Stop filling out this form.*

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6. Occupation **Mark only one oval.*

- Self-employed
- Employee
- Unemployed
- Retired
- Student
- Not Answered
- Housewife
- Other: _____

7. Employment sector **Mark only one oval.*

- Agriculture
- Tourism
- Industry
- Other
- Not Answered

8. Education level **Mark only one oval.*

- Primary school
- Middle school
- High school
- University degree
- Not Answered

9. Yearly gross income class (euros) **Mark only one oval.*

- < 5.000
- 5.000-9.999
- 10.000-19.999
- 20.000-39.999
- ≥ 40.000
- Not Answered

10. Imagine that you live in another place and you are considering this town as a possible destination of a trip that you are planning. Why would you choose this town for your trip? *

11. Again, imagine that you live in another place and you are considering this town as a possible destination of a trip that you are planning. Why would you NOT choose this town for your trip? *

12. Express your level of agreement with the following statements (from 1 = 'strongly disagree', to 7 = 'strongly agree'). *

Mark only one oval per row.

| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Not Answered |
|--|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Tourists and people with different cultures are welcome by my local community | <input type="radio"/> |
| The local community is willing to participate in the local tourist development | <input type="radio"/> |
| Local inhabitants have high-level tourism-related skills | <input type="radio"/> |

13. Maybe you heard about the sharing economy. It means sharing something of your own with another person temporarily in exchange for some money, through the web. In your opinion, what may your fellow villagers be willing to share? *

Check all that apply.

- Accommodation/rooms
- Home Restaurant
- Car rides / transportation
- Tourism-related skills and knowledge (about how to cook local food, make artefacts, traditions etc...)
- Knowledge of the territory to guide tourists around
- Nothing
- Not Answered
- Other: _____

14. Are you willing to share something of your own? *

Mark only one oval.

- Yes
- No *Skip to question 16.*
- Not Answered *Skip to question 16.*

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15. What would you share? *

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16. Which political, environmental, legal or infrastructural aspects could HINDER the tourism development of your town? *

17. Which political, environmental, legal or infrastructural aspects could HELP the tourism development of your town? *

18. Which Socio-Economic factors and Tourism trends could HINDER the tourism development of your town? *

19. Which Socio-Economic factors and Tourism trends could HELP the tourism development of your town? *

20. If you were to decide, what would you do first of all to promote tourism development in your town? *

21. Would you agree to be contacted in the near future to provide further information about your town, in the context of this development project? *

Mark only one oval.

Yes

No *Stop filling out this form.*

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22. So, please give me your e-mail address. *

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