

## Starting over with you... Tell us your story with Lake Garda Veneto!

Dear Madam/Sir,

the Department of Business Administration of the University of Verona is conducting a study to improve knowledge and awareness of tourists on lake Garda Veneto, to learn what is important to them and to improve their experience in the destination.

In accordance with the Privacy Law, your answers will be kept anonymous and data will be processed only in aggregated form.

Thanks for your kind cooperation!

<b><i>How important are these factors in choosing to spend your holidays on lake Garda Veneto?</i></b>					
	<b>1 Very unimportant</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5 Very important</b>
Quality of natural environment					
Food and wine offering (e.g. quality and variety of typical products such as wine, oil, lake fish)					
Local handcraft (e.g. ceramics)					
Festivals and events (e.g. village fairs)					
Recreational activities (e.g. amusement parks, water parks)					
Cultural activities (e.g. monuments, shows, museums)					
Sport activities					
Nautical activities (e.g. sailboat, diving, windsurf)					
Quality of hospitality structures (es. hotels campsites)					
Shopping (e.g. shops, markets)					
Foodservice (e.g. restaurants, bars)					
<b><i>Spending your holidays on lake Garda Veneto is important to...</i></b>					
	<b>1 Very unimportant</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5 Very important</b>
To relax					
To become refreshed					
To release tensions/stress					
To get away from everyday life/routine					
To renew energies/recharge					

To be healthier					
To bring down my blood pressure - To improve my physical conditions					
To live longer					
To sleep better					
To reflect the priorities of my life					
To have better mental outlook/clarity					
To experience something new					
To do exciting things					
To develop my knowledge/learn new things					
For the adventure					
To experience new culture/places					
To do something that I normally wouldn't do					
To observe scenic beauty					
To have fun					
To be outdoors/in nature					
<b><i>Please, specify to what extent the following statements reflect your state of being.</i></b>					
	<b>1 Not at all</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5 Completely</b>
I am often concerned about my physical safety					
Knowing that I am physically safe is important to me					
My security is a high priority to me					
Financial security is very important to me					
I try to act in such a way as to be able to face myself in the mirror the next morning					
If one loses one's self-respect, nothing can compensate for the loss					
My self-respect is worth more than gold					
Even though others may disagree, I will not do anything to threaten my self-respect					
More than anything else, I must be able to respect who I am.					
I will do what I know to be right, even when I stand to lose money					
Knowing that I am doing the right thing in a given situation is worth any price					

I will not compromise on issues that could cause me to lose my self-respect					
I strive to retain a high status among my friends					
I am easily hurt by what others say about me					
The opinions of others are important to me					
I care what others think of me					
I treat myself well					
I deserve the best, and often give myself what I deserve					
I like to buy the best of everything when I go shopping					
The finer things in life are for me					
Meeting my desires is a full-time job for me					
I play an important role in my family					
I need to feel there is a place that I can call "home "					
I feel appreciated and needed by my closest relatives and friends					
Being a part of the lives of those with whom I am close is a high priority for me					
I enjoy doing things out of the ordinary					
I strive to fill my life with exciting activities					
I thrive on parties					
I consider myself a thrill-seeker					
Having fun is important to me					
Recreation is an integral part of my life					
I work hard at having fun					
Recreation is a necessity for me					
I often commend others on their efforts, even when they fail					
I make a point of reassuring others that their presence is welcomed and appreciated					
I try to be as open and genuine as possible with others					
Without my close friends, my life would be much less meaningful					
I value warm relationships with my family and friends highly					
When those who are close to me are in pain, I hurt too					
I need to feel a sense of accomplishment from my job					
I am disappointed when I am unable to see a project through to the end					
"Getting things done" is always high on my "to-do" list					

Feedback on my job performance is very important					
I tend to set and strive to reach my goals					

	1 Definitely not	2	3	4	5 Definitely yes
Do you consider lake Garda Veneto a success destination?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Do you consider lake Garda Veneto a destination that can offer memorable experiences?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Do you consider lake Garda Veneto a destination to be preferred to other competing destinations?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Personal information:**

**Age:** (please specify number of years) .....

**Gender:**       Male       Female

**Education:**

- Middle school
- High school diploma
- Bachelor/master's degree/post lauream
- Other (please specify): \_\_\_\_\_

**Job position:**

- Unemployed
- Retired
- Household work
- Self-employed
- Manager
- Employee
- Student
- Other (please specify): \_\_\_\_\_

**You are on holiday:**

- Alone
- With your partner
- With children
- With family
- With friends
- Other (please specify): \_\_\_\_\_

**How many previous times did you spend your holidays on lake Garda Veneto?**

- This is the first time
- Two-three times
- Four or more times (please specify): \_\_\_\_\_

**How did you plan your holiday?**

- I/my traveling companion directly booked
- I booked through a travel agency/tour operator
- Other (please specify): \_\_\_\_\_

**In which town do you stay overnight?** \_\_\_\_\_

**Where do you stay overnight?**

- Hotel
- Camping
- B&B
- Holiday house
- Second house
- Friends
- Other (please specify): \_\_\_\_\_