

IN

MEXICO

we are striving to have

Totally

SATISFIED TOURISTS

**International Tourist Profile
and Level of Satisfaction**

Notes on Method Used

- ❑ One of the main aims of the National Tourism Program 2001-2006 is: ***to have totally satisfied tourists.***
- ❑ In order to determine the effect of the various actions that the national tourist sector, both private and public, have on tourist satisfaction, a monitoring system was set up in order to establish the profile and level of satisfaction of tourists in Mexico.
- ❑ Level of satisfaction is measured using an index that determines the variables involved in having ***totally satisfied tourists.*** Variables cover four travelling aspects: arrival, tourist services, destination and departure.
- ❑ In order to set up and apply the satisfaction index, it was decided to consider the opinion of international tourists visiting Mexico, departing from eight airports: Acapulco, Cancun (with information on the Mayan Riviera), Mexico City, Guadalajara, Los Cabos, Mazatlan, Monterrey and Vallarta (with information on Nuevo Vallarta).

Scope of Sample

- ❑ International tourists (defined using the criteria of the World Tourism Organization, WTO) departing Mexico from one of the aforementioned airports were used as the sample for this survey.
- ❑ The primary sampling unit includes scheduled and charter flights departing Mexico.
- ❑ The secondary sampling unit includes international tourists departing the country by air.
- ❑ The scope of the sample was based on weekly information provided by airports.

Size and Selection of Sample

- ❑ The size of the sample was defined using the following parameters: a level of trust of 95 percent and an error rate of 5 percent per airport, and 1.8 percent for the overall survey.
- ❑ Flights were selected randomly in proportion to the number of flights departing from each airport.
- ❑ Tourists interviewed were chosen at random, immediately moving on to another one if our approach was rejected.

Visitantes

TOTALMENTE SATISFECHOS

Questionnaire

- ❑ Self-applied questionnaires were handed out to tourists before their flight departed as the basic premise to determine project viability.
- ❑ The questionnaires included 55 questions that covered:
 - ❑ **Tourist profile data** (residence, nationality, age, gender, education, income, group size, reservations, previous trips, means of information, length of stay)
 - ❑ **Appraisal of arrival services** (immigration, customs and baggage)
 - ❑ **Appraisal of tourist stay** at main destination:
 - ❑ *Tourist services* (lodging, food, tourist guides)
 - ❑ *Destination* (cleanliness, activities, on-site information, taxis, shopping, safety)
 - ❑ **Appraisal of departure services** (transportation to airport, cleanliness and comfort of airport, airport security, airline service)
- ❑ Questionnaires were designed in Spanish and translated into English, French, Italian, Portuguese and German.

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Visitors

WE WANT YOU TO COME BACK AND RECOMMEND US

WE ASK YOU TO TAKE A FEW MINUTES TO GIVE US YOUR OPINION BEFORE YOUR DEPARTURE

1. What was your main reason for travelling to Mexico?

2. How many times have you visited Mexico? |__|__|

3. What kind of reservations did you make?
 a package Each service separately

4. How much time in advance did you take the decision to make this trip?
 Less than 15 days
 15 days to 1 month
 1 to 3 months
 More than 3 months

Indicate degree of importance in the following issues regarding your decision to travel to Mexico

	Very important	important	Not so important	Not important at all
5. Weather	●●●●	●●●●	●●●●	●●●●
6. Beaches	●●●●	●●●●	●●●●	●●●●
7. Place of Business	●●●●	●●●●	●●●●	●●●●
8. People	●●●●	●●●●	●●●●	●●●●
9. Culture and history	●●●●	●●●●	●●●●	●●●●
10. Prices	●●●●	●●●●	●●●●	●●●●
11. Activities at destination	●●●●	●●●●	●●●●	●●●●
12. Closeness (time to destination)	●●●●	●●●●	●●●●	●●●●

EVALUATION OF AIRPORT SERVICES ON ARRIVAL

	Excellent	Good	Poor	Very Poor
13. Waiting time at immigration counter	●●●●	●●●●	●●●●	●●●●
14. Customs' officers attitude	●●●●	●●●●	●●●●	●●●●
15. Luggage delivery	●●●●	●●●●	●●●●	●●●●

EVALUATION OF AIRPORT SERVICES ON DEPARTURE

	Excellent	Good	Poor	Very Poor
16. Transportation to the airport	●●●●	●●●●	●●●●	●●●●
17. Cleanliness and comfort at the airport	●●●●	●●●●	●●●●	●●●●
18. Airline counter	●●●●	●●●●	●●●●	●●●●
19. Airport Safety	●●●●	●●●●	●●●●	●●●●

INFORMATION ON YOUR STAY

20. Which was your main destination in Mexico and how many sleepovers were there? _____

21. Nights |__|__|

22. Is this the first time you visit this destination? Yes |__| NO, I had already visited it |__| |__|__|

23. How many times have you visited it? |__|__|

24. Where did you stay during your visit at that destination?
 Hotel Time share
 All-inclusive Hotel With relatives or friends
 Camping / rural hotel Your own house/apartment
 Cruise Other _____

25. How did you find out about this destination?
 T. V. _____
 Travel Agency _____
 Recommendation from relatives and friends _____
 Magazine _____
 Newspapers _____
 Internet _____
 Brochures about Mexico _____
 01-800-Mexico _____
 Other _____

How do you rate your experience in the main destination regarding the following issues?

	Excellent	Good	Poor	Very Poor
27. Mexican Hospitality	●●●●	●●●●	●●●●	●●●●
28. Safety for tourists	●●●●	●●●●	●●●●	●●●●
29. Cleanliness	●●●●	●●●●	●●●●	●●●●
30. Taxis and Buses to get around	●●●●	●●●●	●●●●	●●●●
31. Information available to visit sites and activities	●●●●	●●●●	●●●●	●●●●
32. The place you stayed at	●●●●	●●●●	●●●●	●●●●
33. Restaurants you ate at	●●●●	●●●●	●●●●	●●●●
34. Amount of available activities	●●●●	●●●●	●●●●	●●●●
35. Quality of available activities	●●●●	●●●●	●●●●	●●●●
36. Tourist guides	●●●●	●●●●	●●●●	●●●●
37. Shopping	●●●●	●●●●	●●●●	●●●●
38. Prices	●●●●	●●●●	●●●●	●●●●
39. Safe food and beverages	●●●●	●●●●	●●●●	●●●●

26. What is your overall opinion regarding this destination?
 Excellent
 Good
 Poor
 Very Poor

40. In general, how do you qualify your trip experience?
 |__|__| Worth much more than what you spent
 |__|__| Worth more than what you spent
 |__|__| Worth what you spent
 |__|__| Worth Less than what you spent
 |__|__| Worth much less than what you spent

41. In one word, what did you liked the most during your trip? _____

42. In one word, what did bothered you the most during your trip? _____

EXPECTATIONS AND RECOMMENDATIONS

43. Are you planning to come back to this destination? very likely likely unlikely not likely

44. Would you recommend this tourist destination to anybody? For sure likely unlikely nobody

GENERAL INFORMATION

45. Sex M |__| F |__| 46. Age |__|__|

47. Scholastic background Less than college |__| College or more |__|

48. Occupation
 Manager/Executive |__| Professional/Technical |__| Mechanic/Factory Worker |__| Retired |__| Student |__| Other _____

49. Nationality _____

50. Place of residence Country _____ State _____ City _____ Z.C. _____

51. How many people did you travel with on this trip? |__|__|

52. Did you visit other destinations in Mexico, with a sleepover Yes |__| How many? |__|__| No |__|

53. How many nights in total did you spend in Mexico from your arrival to your departure? |__|__|

54. What is your approximate annual family income? |__|, |__|, |__|, |__|, |__|, |__|, |__|, |__|, |__|, |__|

55. What was your total expense during this trip? (including you and the people traveling with you) |__|, |__|, |__|, |__|, |__|, |__|, |__|, |__|, |__|, |__| (In your country's currency)

THANKS FOR YOUR COOPERATION FOR HELPING US TO SERVE YOU BETTER HAVE A GOOD TRIP AND HOPE TO SEE YOU AGAIN

ENTREVISTADOR: |__|__|__| CODIFICADOR: |__|__| CAPTURISTA |__|__|
 AEROPUERTO _____ FOLIO _____ NO. DE VUELO _____ HORA _____

Processes and construction of indices

- ❑ Twenty attributes were defined to obtain the satisfaction index, including questions concerning services at the airport of arrival, departure services, and an appraisal of the stay at the main destination for each tourist.
- ❑ Once the necessary statistical consistency had been established, the satisfaction index of international tourists departing by air was self-constructed with the answers to the 20 questions.
- ❑ The following formula was used in order to create an index with a scale of 0 to 100, based on four possible answers (excellent, good, bad and very bad):

$$I = 50 + 0.5*(\%Excellent - \%Very Bad) + 0.25*(\%Good - \%Bad)$$

Where the extremes were compared with each other, as were the averages, in order to establish a scale of 0 to 100, with greater emphasis being placed on extremes (.50) than averages (.25).

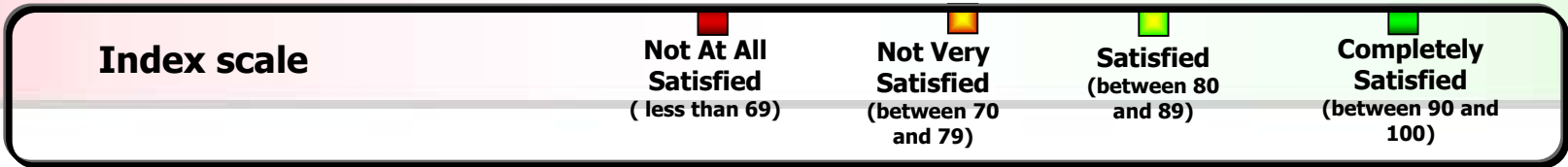
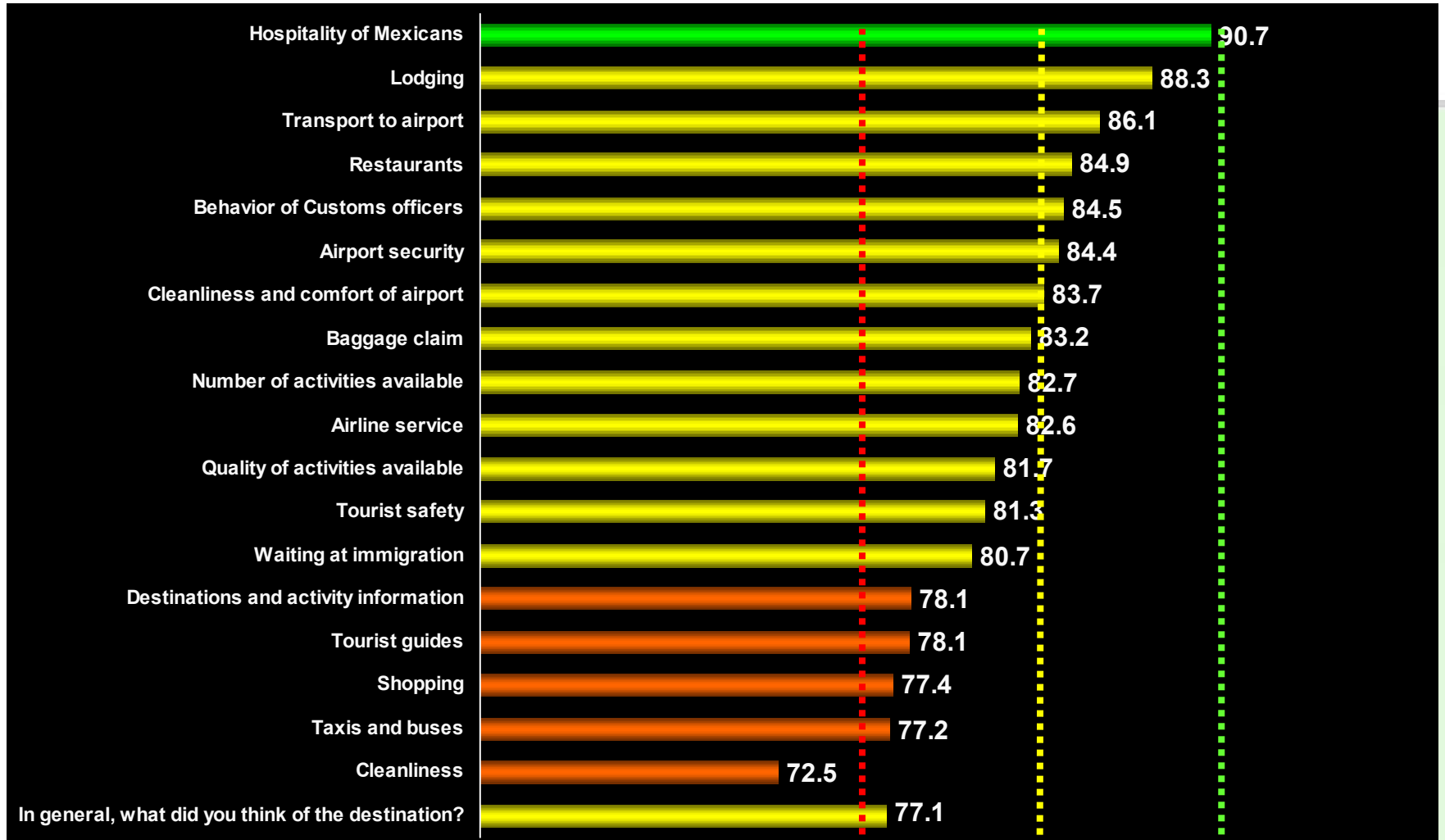
The result of this was that if a tourist gave a rating of Very Bad, the equivalent value was 0 (zero) and, on the other hand, if the tourist gave a rating of Excellent, the equivalent value was 100.

This formula lessened the effect of the courtesy factor.

- ❑ Once the satisfaction indices had been established, the Dalenius and Hodges stratification method was applied, which satisfies the requirement of obtaining the minimum variation between layers, and similar groups of tourists were created on the basis of the ratings given.

- ❑ The result after applying stratification to the overall index was as follows:
 - ❑ Ratings between 0 – 6.9 were obtained from tourists that said that they were **Not At All Satisfied (very bad)**.
 - ❑ Ratings between 7 – 7.9 were obtained from tourists that said that they were **Not Very Satisfied (bad)**.
 - ❑ Ratings between 8 – 8.9 were obtained from tourists that said that they were **Satisfied (good)**.
 - ❑ Ratings between 9 and 10 were obtained from tourists that said that they were **Completely Satisfied (excellent)**.

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 Personal Business
 Visiting relatives and friends
 Group Business
 Honeymoon
 Sun and Beach
 Culture
 Shopping
 Eco-tourism
 Golf
 Other _____

2. How many times have you visited Mexico? |__|_|

3. What kind of reservations did you make?
 a package Each service separately

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8. People	●	●	●	●
9. Culture and history	●	●	●	●
10. Prices	●	●	●	●
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24. Where did you stay during your visit at that destination?
 Hotel
 All-inclusive Hotel
 Camping / rural hotel
 Cruise
 Time share
 With relatives or friends
 Your own house/apartment
 Other _____

25. How did you find out about this destination?
 T. V. |__|_|
 Travel Agency |__|_|
 Recommendation from relatives and friends |__|_|
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 Other |__|_|

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