DHBW RAVENSBURG and CAPE PENINSULA UNIVERSITY OF TECHNOLOGY
Lake Constance Travel Survey 2022

• Project Leader: Jens Schröder •

To be completed by the interviewer:

Name of person interviewed.....

Telephone numbers /email address:..... [**FOR CONTROLLING PURPOSES ONLY]**

Surname of the STUDENT (student number): ..... (.....)

SPECIAL INSTRUCTIONS

- **You are to conduct 6 interviews in total, i.e. it *excludes* non-responses.**
- **Interview only one person per household!** ☠
- **You are not allowed to interview any students, close friends or immediate family.** ☠
- **Interviewer instructions are indicated means of an ➔ IN SMALL CAPS.**
- **Any question left open, i.e. not ticked (X or ✓) is assumed not asked!** ☠
- **Questions which have more than one answer are indicated by means of an asterisk (*).**
- **All questions in the questionnaire pertain to what is called 'A WEEKEND HOLIDAY'. A weekend holiday is defined as *'travelling anywhere within the Lake Constance area and staying over for at least one night but NOT more than five nights (i.e. six days)'*. Please cross-check each answer given by the respondent and correct it by re-asking the question (if misinterpreted). For example e.g. if a respondent stated that he was in Markdorf for say 10 nights, then you must correct the respondent by telling him you are only looking at weekend holidays and NOT annual holidays. The same argument holds for any day trips to any region!**

SECTION A: SCREENING QUESTIONS AND SETUP

S.Q1 Verify if respondent is at least 18 years + (OBSERVATION).

Yes	
No	○ ➔TERMINATE INTERVIEW AND REPLACE

S.Q2 Are you a German citizen?

Yes	
No	○ ➔TERMINATE INTERVIEW AND REPLACE

S.Q3 Do you reside permanently in the Lake Constance area?

Yes	
No	○ ➔TERMINATE INTERVIEW AND REPLACE

S.Q4 In the past two year, have you travelled for a weekend holiday for leisure anywhere within the Lake Constance area?

Yes	
No	○ ➔TERMINATE INTERVIEW AND REPLACE

S.Q5 Did you stay over for your weekend holiday (either at an independent accommodation e.g. hotel, self-catering or visiting friends and relatives) for at least one night but no more than five nights (6 days)?

Yes	
No	○ ➔TERMINATE INTERVIEW AND REPLACE

OBSERVATION:

Q.1 Gender:

Male	1-1	Female	-2

THE INTERVIEW STARTS HERE: *Good morning/day/evening. My name is..... We are conducting a tourism survey on behalf of DHBW and would like to ask you a few questions regarding your recent travel habits. The interview will last between 15 to20 minutes.*

SECTION B: INTRODUCTION

Q.3 Residence/where in Lake Constance do you live?

West Lake	
Hagnau / Stetten / Meersburg / Uhldingen-Mühlhofen / Überlingen / Sipplingen	3-2
Owingen	-1
West Land	-3
Immenstaad / Markdorf / Oberteuringen / Bermatingen / Salem / Deggenhausertal / Frickingen / Heiligenberg	-4
Centre	
Friedrichshafen	3-5
	-6-

South	-7
Konstanz / Allensbach / Radolfzell / Gaienhofen / Bodman	--8
East	
Eriskirch / Langenargen / Kressbronn	3-9
Meckenbeuren / Tettnang / Neukirch	-10
	-11
	-12
Other (uncertain) ➔ **SPECIFY AREA** **……**	-13

Q.4 How many times did you go on a weekend holiday in the Lake Constance area in the past 2 years?

Once	4-1
Twice	-2
Thrice	-3

Four times	- 4
Five times and more	- 5
NONE: ➔**TERMINATE INTERVIEW AND REPLACE**	○

Q.5 Where did you go for a weekend away in the Lake Constance in the past 2 years?(*) ➔SHOW OPTIONS

Q.6 How many night(s) days did you spent in the area(s) visited as mentioned in Q.5? ➔IF DESTINATION WAS VISITED MORE THAN ONCE, LIST THE LONGEST STAY.➔RECORD THE NUMBER.

Q.7 How many times did you go on holiday to the area(s) mentioned in Q.5 in the past 2 years? ➔RECORD THE NUMBER.

Q.8 Which one of these region(s) is your most preferred ONE (i.e. if more than one region mentioned)?

DESTINATION	**LEAVE**	**DAYS**		**TIMES**		**LIKE**
KONSTANZ (Konstanz, Allensbach, Radolfzell, Gaienhofen, Bodman)	5-1		6-1		7-1	8-1
BODENSEEKREIS (Ludwigshafen, Überlingen, Meersburg, Friedrichshafen, Langenargen, Kressbronn)	- 2		-2		-2	-2
LINDAU (Lindau)	- 3		-3		-3	-3
RAVENSBURG (Ravensburg)	- 4		-4		-4	-4
SIGMARINGEN	- 5		-5		-5	-5
	- 6		-6		-6	-6
	- 7		-7		-7	-7
	- 8		-8		-8	-8
	-9		-9		-9	-9
	-10		-10		-10	-10
Other➔SPECIFY HOLIDAY TOWN/REGION……..	-11		-11		-11	-11
DID NOT GO ON A WEEKEND AWAY IN THE PAST YEAR	○	➔**TERMINATE INTERVIEW AND REPLACE**				

(*) multiple answers

Q.9 What makes this place so special? ➔PROBE FULLY

SECTION C: HOLIDAY HABITS

Q.10 How important are the following factors to you when choosing a particular local tourist destination for a weekend holiday? Please rate these factors (i.e. reasons for choosing a weekend holiday destination) on a five point scale where 1 = not important at all, 2 = unimportant, 3 = neutral, 4 = important, and 5 = very important. ➔TICK THE 'NOT APPLICABLE' OPTION IF THE ANSWER DOES NOT APPLY TO THE RESPONDENT /RESPONDENT UNABLE TO COMMENT.➔SHOW /CALL OUT OPTIONS.

#	Factors	Very important	Important	Neutral	Unimportant	Not important at all	Not applicable
10-1	Improve my knowledge about the location	-5	-4	-3	-2	-1	n/a
-2	Visit unseen places/places I have not been to before	-5	-4	-3	-2	-1	n/a
-3	Encounter new life experiences	-5	-4	-3	-2	-1	n/a
-4	Have fun /nice entertainment	-5	-4	-3	-2	-1	n/a
-5	Have religious experience	-5	-4	-3	-2	-1	n/a
-6	Engage in wellness and health activities (e.g. yoga, massages)	-5	-4	-3	-2	-1	n/a
-7	To meet up with other travellers with similar interests	-5	-4	-3	-2	-1	n/a
-8	Accessibility of the destination (i.e. ease of access)	-5	-4	-3	-2	-1	n/a
-9	Proximity (i.e. closeness) of the destination	-5	-4	-3	-2	-1	n/a
-10	Well-developed superstructure: i.e. good roads, access to running water, hotels and restaurants	-5	-4	-3	-2	-1	n/a
-11	Good all round weather	-5	-4	-3	-2	-1	n/a
-12	Quality of food offerings	-5	-4	-3	-2	-1	n/a
-13	Personal safety	-5	-4	-3	-2	-1	n/a
-14	Appropriate accommodation to choose from	-5	-4	-3	-2	-1	n/a
-15	Variety of attractions	-5	-4	-3	-2	-1	n/a
-16	Be able to spend more time with friends and family (as travel companions)	-5	-4	-3	-2	-1	n/a
-17	To get away from city life	-5	-4	-3	-2	-1	n/a
-18	Engage with other cultures and people	-5	-4	-3	-2	-1	n/a
-19	Efficient public transport to get around the destination	-5	-4	-3	-2	-1	n/a
-20	Value for money /affordability	-5	-4	-3	-2	-1	n/a

Q.11 To what degree does each of the following statements apply to you as a leisure holiday weekend traveller? Rate these statements on the following 5 point scale where 1 = strongly disagree, 2 = disagree, 3 = neither agree nor disagree, 4 = agree and 5 = strongly agree. ➔TICK THE 'NOT APPLICABLE' OPTION IF THE STATEMENT DOES NOT APPLY TO THE RESPONDENT /RESPONDENT UNABLE TO COMMENT ➔SHOW /CALL OUT OPTIONS!

#	Statement	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Not applicable
11-1	I like to go on a weekend away to well-known places and locations	-5	-4	-3	-2	-1	n/a
-2	I am most likely to travel to places recommended by friends and family who have visited the place before	-5	-4	-3	-2	-1	n/a
-3	If I have had a memorable time, I usually return to the same place destination within 2 years	-5	-4	-3	-2	-1	n/a
-4	I always plan my weekend holiday very carefully by gathering as much information as possible beforehand	-5	-4	-3	-2	-1	n/a
-5	I never travel on my own whilst on a weekend holiday.	-5	-4	-3	-2	-1	n/a
-6	I always look for places where I can have a cultural experience with the local population.	-5	-4	-3	-2	-1	n/a
-7	When planning a weekend holiday I always consider what there is to do for my children first.	-5	-4	-3	-2	-1	n/a
-8	I always listen to the advice from various people at the end destination in terms of what there is to do /experience.	-5	-4	-3	-2	-1	n/a
-9	When on a weekend away I usually engage in work related /business activities as well.	-5	-4	-3	-2	-1	n/a
-10	When planning a weekend holiday away, I look at the beauty of the place i.e. its geography *first*, and then establish what there is there to do (i.e. experiences)	-5	-4	-3	-2	-1	n/a
-11	I always share my weekend away experiences and memories with my friends and family	-5	-4	-3	-2	-1	n/a

Q.12 What do you associate with words '*The Lake Constance region*'?
➔PROBE FOR WORDS, PHRASES, DESCRIPTIONS, ETC.

.....

.....

.....

.....

Q.13 What do you understand by the Lake Constance region? Circle *at least* four towns (indicated by 'dots') which will represent in your opinion the 'Lake Constance region'?

The Lake Constance Region: Definition

Q.14 Let me indicate to you the Lake Constance region. ➔JOIN THE FOLLOWING LINES ON THE MAP: DEUTSCHLAND > KONSTANZ > SIGMARINGEN > BODENSEEKREIS > RAVENSBURG > LINDAU > (OFF) ÖSTERREICH > (OFF) LIECHTENSTEIN > > (OFF) SCHWEIZ. [OFF = THE POINT NEARBY WHICH IS INDICATED BY AN (●) DOT. IN OTHER WORDS IT DOES NOT INCLUDE THE PLACE IN QUESTION. How would you now rate the Lake Constance region (as indicated) on the following scale? Place an 'X' on each line below which will indicate your perception of the Lake Constance. ➔TICK THE 'NOT APPLICABLE' OPTION IF THE RATING DOES NOT APPLY TO THE RESPONDENT /RESPONDENT CANNOT COMMENT.

14-1	Untrustworthy people	-1	-2	-3	-4	-5	-6	-7	Trustworthy people	n/a
-2	The region has a cold ambiance	-1	-2	-3	-4	-5	-6	-7	The region has a warm ambiance	n/a
-3	Safe place	-7	-6	-5	-4	-3	-2	-1	Unsafe place	n/a
-4	Unreliable people	-1	-2	-3	-4	-5	-6	-7	Reliable people	n/a
-5	Friendly towards travellers	-7	-6	-5	-4	-3	-2	-1	Unfriendly towards travellers	n/a
6	Boring /nothing to do	-1	-2	-3	-4	-5	-6	-7	Exciting /a lot to do	n/a
-7	Youthful demeanour	-1	-2	-3	-4	-5	-6	-7	Mature demeanour	n/a
-8	Distant /far away	-1	-2	-3	-4	-5	-6	-7	Nearby / close to home	n/a
9	Limited travel offerings	-1	-2	-3	-4	-5	-6	-7	Extensive travel offerings	n/a
-10	Indifferent community	-1	-2	-3	-4	-5	-6	-7	Helpful / supportive community	n/a
-11	Attractive /beautiful region	-7	-6	-5	-4	-3	-2	-1	Unattractive /ugly region	n/a
-12	A laidback community	-7	-6	-5	-4	-3	-2	-1	A hurried community	n/a
-13	Offer a wide variety of experiences	-7	-6	-5	-4	-3	-2	-1	Offer limited selection of experiences	n/a
-14	Fast paced environment	-1	-2	-3	-4	-5	-6	-7	Slow paced environment	n/a
-15	Expensive to travel	-1	-2	-3	-4	-5	-6	-7	Value for money to travel	n/a
-16	Sociable community	-7	-6	-5	-4	-3	-2	-1	Unsociable community	n/a
-17	Variety of accommodation to choose from	-7	-6	-5	-4	-3	-2	-1	Limited accommodation to choose from	n/a
-18	Approachable people	-7	-6	-5	-4	-3	-2	-1	Hostile people	n/a
-19	Arrogant undignified community	-1	-2	-3	-4	-5	-6	-7	Humble dignified community	n/a
-20	Engaging community	-7	-6	-5	-4	-3	-2	-1	Disengaging community	n/a

Q.15 If you were to travel to the Lake Constance, what do you expect is there to do? AND/OR to go to? AND/OR to have what experiences? AND/OR list some attractions or activities?

Q.16 Which of the following values would you attach to the Lake Constance region and its people? ➔SHOW /CALL OUT OPTIONS! (*)

Acceptance	16-1	Exploitation	16-23	Playfulness	16-45
Acknowledgement	- 2	Equality	-24	Popularity	-46
Adventure	- 3	Family	-25	Passion	-47
Affection	- 4	Firm	-26	Respect	-48
Balance	- 5	Focus	-27	Resourcefulness	-49
Belonging	-6	Freedom	-28	Recognition	-50
Calmness	- 7	Friendship	-29	Religion	-51
Care	- 8	Generosity	-30	Reputation	-52
Caution	- 9	Grace	-31	Safety	-53
Certainty	-10	Honesty	-32	Security	-54
Challenge	-11	Inner harmony	-33	Service to others	-55
Change/Variety	-12	Integrity	-34	Short-term focus	-56
Cheerfulness	-13	Independence	-35	Silo mentality	-57
Clarity	-14	Information hiding	-36	Stability	-58
Confidence	-15	Internal competition	-37	Solitude	-59
Competitiveness	-16	Involvement	-38	Time	-60
Courage	-17	Joy	-39	Vision	-61
Credibility	-18	Learning	-40	Willingness	-62
Creativity	-19	Liveliness	-41	NONE /cannot comment	-63
Depth	-20	Love	-42	Other ➔ **SPECIFY**	-64
Discrimination	-21	Loyalty	-43		
Enjoyment	-22	Obedience	-44		

(*) multiple answers

SECTION D: EXPENDITURE

Q.17 If you happen to go on a weekend holiday again within the Lake Constance, how much would you *and* your travel party spend in total? ➔ IF DIFFICULT TO ANSWER, ASK: At your last weekend holiday away in the Lake Constance, much *did* you and your travelling party spend in total? ➔ TRAVEL COSTS INCLUSIVE.

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Q.18 ➔ IF UNCERTAIN, PROBE THE FOLLOWING EXPENDITURE RANGES:

Up to 300 €	18-1	1,200 to < 1,500 €	-6
300 to < 600 €	- 2	1,500 to < 2,000 €	-7
600 to < 900 €	- 3	2,000 € +	-8
900 to < 1,200 €	- 4	Uncertain	-9

Q.19 What type of accommodation would you /did you make use whilst on (last) weekend holiday away? (*)

Bed and Breakfast (B&B)	19-1	Hotel	-7
Camping /Caravaning	-2	Self-catering	-8
Backpackers	-3	Don't know/uncertain	-9
Visiting Friends and Relatives (VFR)	-4	Other➔ **SPECIFY**	-10
Guest house	-5	…….	
Lodges/chalets/bungalows	-6		

(*) multiple answers

Q.20 How many people would it include/were included in your cost (children inclusive)?

Q.21 How many children under the age of 18 would it include/were included in your cost?

Q.22 How many days would you be away/did you go away?

People
Children
days

Q.23 How much of your total expenditure at your destination would you /did you spend on: ➔PROBE RAND VALUE (OR PROVIDE A PERCENTAGE BREAKDOWN OF TOTAL EXPENDITURE).

EURO VALUE (€) /PERCENTAGE (%) ⬇

Accommodation (on route and at end destination)		23-1
Disposable spending money at destination on eating out, shopping (various), entertainment, local tours.		-2
Transport costs (all): **including** getting to and at the destination		-3
Unforeseen / other expenditure		-4

Q.24 How would you go about /did you hear or learn about your end travel destination (*)

Accommodation provider e.g. hotel	24-1	Social media (Facebook, Twitter)	-10
General knowledge (always knew about it)	-2	Television	-11
Incidental discovery	-3	Tour operators	-12
Internet search	-4	Tourism brochures	-13
Magazines	-5	Tourism information centre	-14
Newspapers	-6	Tourist guide book(s)	-15
Radio	-7	Uncertain/cannot tell	-16
Referrals: friends / family	-8	Other➔**SPECIFY**……	-17
Referrals: work / social community	-9		

(*) multiple answers

SECTION E: DEMOGRAPHICS

Q.25 What is your age?

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18 to 25 years	25-1	36 to 50 years	- 3	65 years +	- 5
26 to 35 years	- 2	50 to 65 years	- 4	Confidential	- 6

Q.26 What is your occupation?

Self-employed	26-1	Non employed: housewife/student	-6
Professional (teacher /doctor /lawyer etc.	-2	Part time /contract employment /commission based	-7
Executive: Managing Director	-3	Retired	-8
Managerial/middle management	-4	Unemployed	-9
Supervisory capacity	-5	Other➔ **SPECIFY**……	-10

Q.27 How many years of formal schooling have you completed?

Up to grade 7 /primary school completed)	27-1	15 years: University degree / diploma	-5
Up to 10 years/grade 10	-2	15 years+: Post graduate diploma /degree	-6
12 years/grade 12 /Matric (Secondary school completed)	-3	Other ➔ **SPECIFY** ……	-7
13 years/O-levels/ABITUR (matric +1)	-4		

Q.28 Are you?

Married/living together	28-1
Single/divorced/widowed	- 2

Q.29 What is your home language?

German	29-1		- 8
English	- 2		- 9
Other European language	- 3		-10
Asian	- 4		-11
All other	- 5		-12

Q.30 Number of adults (18 years+) in your household?

One (self)	30-1
Two	- 2
Three	- 3
Four to five	-4
Five +	-5

Q.31 Number of children (< 18 years) in your household?

One (self)	31-1
Two	- 2
Three	- 3
Four to five	-4
Five +	-5
NONE	-6

Q.32 Composition of these children?(*)

None	32-1
One /more child(ern) under 7 years of age	- 2
One /more child(ern) between 7 and 18 yrs	- 3
One /more dependent children 18 years +	-4
No children living at home anymore	-5

(*) Multiple answers

Q.33 Monthly household salary/allowance (all sources)

Up to € 450 per month	33-1
€ 450 to < € 600 per month	- 2
€ 600 to < € 750 per month	- 3
€ 750 to < € 900 per month	- 4
€ 900 to < € 1,200 per month	- 5
€ 1,200 to < € 1,500 per month	-6
€ 1,500 to < € 1,800 per month	- 6
€ 1,800 to < € 2,800 per month	- 7
€ 2,800 to < € 4,500 per month	- 8
€ 4,500 + per month	- 9
No income	-10
Non response /confidential	-11

Q.34 Any other comments you would like to make?

end