

Research Instrument—Questionnaire

Addressed to: Chinese tourist consumers

Timing: After having completed their visit to a tourist attraction

Research project: “The influence of smart technologies on visit experience in tourist attractions within the smart tourism management framework”

Purpose: The main aim of this project is to explore how the smart technologies influence the visit experience in tourist attractions in terms of ‘customer journey’. It analyses how the smart tourism technologies (STTs) are used by tourist attractions and how these technologies are influencing the visit experience.

1. PERCEPTION ABOUT AND USES OF SMART TECHNOLOGIES DURING THE VISIT LIFE CYCLE

The respondent is asked to consider the following items and express his/her opinion, level of agreement on these (*Please select your answer with an ‘X’*).

1.1 Concept of smart tourist: The experts describe the concept of ‘Smart tourist’ as follows. *“is the tourist who, by being open to sharing his/her data and making use of smart technologies, interacts dynamically with other stakeholders, co-creating in this way an enhanced and personalised smart experience. This tourist is open to innovations, social and pro-active and finds his/her natural environment in the smart tourism ecosystem and the smart destination and attraction”*.

Strongly disagree	Disagree	Neutral	Neither agree nor disagree	Agree	Strongly agree
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1.2. Smart technologies and digital platforms have been adopted and used by tourists for various purposes at the 3 stages of the visit experience cycle. **How important is to you to use smart technologies** in terms of stage of visit (before, during and after) to a tourist attraction? (*Please select your answer with an ‘X’ per item*)

Phase/stage	Not all important	Slightly important	Important	Fairly important	Very important
Before the visit					
During the visit (On-site)					
Post visit (after the visit)					
All phases of the visit experience					

1.3 Utility of smart technologies in performing tourism and travel activities. Please rate how important/helpful are smart technologies to you in performing the following activities: (*Please select your answer with an ‘X’ for each item*)

Activities	Not all useful	Slightly useful	Useful	Fairly useful	Very useful
Searching information					

Planning trips/visit
Creating/forming expectations
Making decisions
Buying (Shopping and booking)
Preparing/Getting ready
Experiencing the attraction/ destination
Searching and enjoying
On-site buying
Remembering the experience
Evaluating (sharing reviews and photos)

1.4 Usage of smart technologies. What smart technologies do you use in the three phases of your visit experience (before/prospective phase, during/active phase, and after reflective phase)? Please select the three most commonly used smart technologies

Smart Technologies
Mobile technology: Wearable devices (e.g. smartphones and tablets) and applications
Cloud computing (to gather and share data)
Artificial Intelligence
Ubiquitous connection to networks (Wi-Fi)
Virtual Reality
Augmented Reality
Social networks: platforms, messaging apps, microblog and virtual communities
Chatbot (robot capable to interact)

1.5 Smart technologies render tourist attraction's services and experiences more interesting and attractive. (Please select your answer with an 'x').

Strongly disagree	Disagree	Neutral / Neither agree or disagree	Agree	Strongly agree
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1.6 Resulting benefits for tourists/visitors. All smart technologies play a critical role for experience co-creation because they: (Please select your answer with an 'X' for each item).

	Strongly disagree	Disagree	Neutral / Neither agree or disagree	Agree	Strongly agree
Create value for tourists					
Make a contribution to co-create customized products/ services and experiences					
Other benefit (Specify)....					
• ...					

SECTION 2. INFLUENCE OF SMART TECHNOLOGIES ON VISIT EXPERIENCE AT TOURIST ATTRACTIONS

Smart technologies are a very good channel to connect and interact with the visitors and medium for rendering the visit attractive, rewarding and memorable. It is believed that smart technologies influence the visit experience to a tourist attraction all 3 phases of this visit experience cycle (before/prospective phase, during/active phase and post visit/reflective phase).

The respondent is asked to express his/her opinion about/level of agreement on the following items related to the influence on their visit (*Please select your answer with an 'x'*)

2.1 General opinion: What is your general opinion about the smart technologies; do have they a value and utility in making your experience better and higher quality? (*Please select your answer with an 'x'*)

Strongly negative	Negative	Neutral	Positive	Strongly positive

2.2 Positive influence of STs on the PROSPECTIVE PHASE of the visit experience (*Please select your answer with an 'X' for each item*)

	Not all influence	Slight influence	Influence	Fair influence	Strong Influence
Searching and planning					
Reducing decision risk					
Increasing interest in					
Building an understanding					

2.3 Positive influence of STs on the ACTIVE PHASE of the visit (on-site) (*Please select your answer with an 'X' for each item*)

	Not all influence	Slight influence	Influence	Fair influence	Strong Influence
Facilitating navigation and communication					
Enhancing convenience and speed					
Enhancing experience, flexibility, engagement and enjoyment					
Making short-term decisions					
Recording and storing/collecting memories					

2.4 Positive influence of STs on the REFLECTIVE PHASE of the visit (post-visit) (*Please select your answer with an 'X' for each item*)

	Not all influence	Slight influence	Influence	Fair influence	Strong Influence
Recollecting memories					
Sharing experiences (posting photos and reviews)					

Evaluating (making
recommendations and
suggestions)

2.5 Comments: Do you wish to add any further comments? Please feel free to do so.

SECTION 3. PROFILE: PERSONAL INFORMATION

3.1 Gender:

Male	
Female	

3.2 Age group (years):

18 to 25	
26 to 30	
31 to 35	
36 to 45	
46 to 55	
56 to 65	
65+	

3.3 Educational level

High school	
University degree	
Postgraduate degree	
Other	

3.4 Occupation: What is your work/professional capacity?

Student	
Admin/Office employee	
Services	
Technician/Artisan	
Civil servant	
Professional	
Businessman	
Other (specify)....	

3.5 Visits to tourist attractions: Number of visits

Number of visits	The specific tourist attraction	Other smart tourist attractions
1 to 3		
4 to 6		
7 to 10		

We would like to thank you for your time and cooperation!

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