



Città di Sorrento

## Tourist atisfaction – ospiti italiani

Illustre Ospite,

Le rivolgerò il più cordiale benvenuto a nome della Città di Sorrento. Le chiediamo gentilmente di compilare il presente questionario per mezzo della quale ci proponiamo di valutare la soddisfazione di quanti scelgono il soggiorno a Sorrento. I risultati dell'indagine forniranno lo spunto per poter lavorare sempre meglio al suo servizio e per favorire la stesura della Carta dei Servizi Turistici. Scopo della Carta è la realizzazione di un patto per la qualità tra gli operatori pubblici e privati del sistema turistico sorrentino finalizzato al miglioramento continuo dell'accoglienza turistica attraverso lo sviluppo di standard specifici che tendano all'eccellenza.

Ringraziandola per la collaborazione, ci auguriamo di averla nuovamente tra i nostri graditi ospiti.

Marco Fiorentino  
Sindaco di Sorrento

### I. Profilo socio-demografico dell'intervistato

1. Sesso: ☐ Maschio ☐ Femmina
2. Età \_\_\_\_\_
3. Nazionalità: \_\_\_\_\_ Se Italiana: Provincia di Residenza \_\_\_\_\_
4. Grado di istruzione: ☐ Elementare ☐ Media inferiore ☐ Media superiore ☐ Laurea
5. Occupazione: ☐ Operaio ☐ Impiegato/ funzionario ☐ Dirigente ☐ Docente  
☐ Artigiano ☐ Commerciante ☐ Libero professionista ☐ Imprenditore ☐ Studente  
☐ Pensionato ☐ Non occupato ☐ Casalinga ☐ Altro: \_\_\_\_\_

### II. Profilo "turistico" dell'intervistato

6. Categoria dell'albergo in cui alloggia: ☐ 1 stella ☐ 2 stelle ☐ 3 stelle ☐ 4 stelle ☐ 5 stelle
7. Come ha organizzato la sua vacanza a Sorrento?  
☐ Internet ☐ agente di viaggio ☐ viaggio organizzato da tour operator ☐ amici e parenti
8. Da quale fonte ha ricevuto le informazioni su Sorrento?  
☐ Agenzie di viaggio ☐ Stampa turistica ☐ Brochure/depliant ☐ Guide turistiche ☐ Fiere e mostre  
☐ Riviste/Giornali ☐ Televisione (Radio) ☐ Precedenti visite ☐ Amici e Parenti ☐ Internet  
☐ Uffici turistici ☐ Altro \_\_\_\_\_
9. Ha scelto Sorrento per trascorrere una vacanza caratterizzata prevalentemente da?  
☐ vita mondana ☐ contatto con la natura ☐ affari ☐ visite culturali ☐ relax ☐ altro \_\_\_\_\_
10. Quanto dura complessivamente la sua vacanza a Sorrento?  
☐ 1-2 notti ☐ 3-5 notti ☐ una settimana ☐ oltre una settimana
11. Come trascorre la sua vacanza a Sorrento?  
☐ da solo ☐ con amici ☐ con la famiglia ☐ in coppia ☐ altro \_\_\_\_\_
12. Da quanto tempo frequenta Sorrento?  
☐ è la prima volta che vengo a Sorrento ☐ sono già stato a Sorrento una volta in passato  
☐ sono già stato a Sorrento alcune volte in passato ☐ vengo abitualmente in vacanza a Sorrento da circa \_\_\_\_\_ anni
13. Da quale località ha raggiunto Sorrento?  
☐ Napoli ☐ altro (specificare) \_\_\_\_\_
14. Che mezzo/mezzi di trasporto ha utilizzato per raggiungere Sorrento?  
☐ traghetto ☐ aliscafo ☐ taxi del mare ☐ barca privata ☐ nave da crociera  
☐ treno ☐ bus pubblico ☐ bus privato ☐ aereo ☐ la sua auto  
☐ auto a noleggio con autista ☐ auto a noleggio senza autista

### III Attese

15. Rispetto alle sue esperienze in altre località turistiche, esprima quali erano le sue aspettative (1= aspettative molto basse, 10= aspettative molto alte), riguardo la qualità dei seguenti elementi di Sorrento:

[illegible]

#### IV Percezione della qualità

16. Esprima una valutazione globale (1= assolutamente insoddisfacente, 10 = totalmente soddisfacente) dei seguenti attributi fisici di Sorrento

[illegible]

17. Esprima una valutazione globale (1= assolutamente insoddisfacente, 10 = totalmente soddisfacente) dei seguenti attributi delle **strutture e dei servizi turistici** di cui ha usufruito durante il suo soggiorno a Sorrento:

[illegible]

18. Esprima una valutazione globale (1= assolutamente insoddisfacente, 10= totalmente soddisfacente) dei seguenti aspetti **organizzativi** di Sorrento

	Bassa	1	2	3	4	5	6	7	8	9	10	Alta
<b>Aspetti organizzativi</b>												
• Visite guidate ed escursioni.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="radio"/> Non so
• Informazione sugli intrattenimenti e gli eventi.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="radio"/> Non so
• Varietà e qualità degli intrattenimenti e degli eventi .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="radio"/> Non so
• Varietà e qualità dei negozi e dello shopping.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="radio"/> Non so
• Professionalità e cortesia dei commercianti .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="radio"/> Non so
• Chiarezza e trasparenza dei prezzi del commercio.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="radio"/> Non so
• Attrazioni e attività ricreative per bambini.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="radio"/> Non so
• Servizi per disabili e anziani .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="radio"/> Non so
• Disponibilità e qualità di dotazioni per lo sport .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="radio"/> Non so
• Disponibilità ed efficienza dei servizi pubblici .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="radio"/> Non so
( banche, ospedali, farmacie, forze dell'ordine).....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="radio"/> Non so
• Qualità complessiva dell'organizzazione di Sorrento .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="radio"/> Non so

19. Esprima una valutazione (1= assolutamente insoddisfacente, 10= totalmente soddisfacente) sui seguenti attributi dei trasporti e delle infrastrutture di Sorrento o che servono Sorrento:

	Bassa	1	2	3	4	5	6	7	8	9	10	Alta
<b>Trasporti e infrastrutture</b>												
• Qualità , confort e sicurezza del porto di Sorrento .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="radio"/> <i>Non so</i>
• Disponibilità e qualità di strutture diportistiche .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="radio"/> <i>Non so</i>
• Frequenza e regolarità dei collegamenti <u>via mare</u> con Napoli (aliscafi, traghetti) .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="radio"/> <i>Non so</i>
• Frequenza e regolarità dei collegamenti con Capri.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="radio"/> <i>Non so</i>
• Confort e sicurezza degli aliscafi e dei traghetti .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="radio"/> <i>Non so</i>
• Qualità confort e sicurezza della stazione di Sorrento .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="radio"/> <i>Non so</i>
• Frequenza e regolarità dei collegamenti <u>via terra</u> con Napoli (treni circumvesuviana, autobus) .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="radio"/> <i>Non so</i>
• Confort e sicurezza degli autobus .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="radio"/> <i>Non so</i>
• Confort e sicurezza dei treni.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="radio"/> <i>Non so</i>
• Frequenza e regolarità dei trasporti interni.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="radio"/> <i>Non so</i>
• Disponibilità e qualità dei parcheggi .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="radio"/> <i>Non so</i>
• Disponibilità e qualità del servizio Taxi.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="radio"/> <i>Non so</i>
• Qualità e manutenzione delle strade.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="radio"/> <i>Non so</i>
• Qualità complessiva dei trasporti e delle infrastrutture.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="radio"/> <i>Non so</i>

## V Immagine

**20.** Dei seguenti attributi indichi quanto, secondo Lei, ciascuno esprime l'immagine di Sorrento (1=per nulla, 10= pienamente) ?

	Per nulla	1	2	3	4	5	6	7	8	9	10	pienamente
• Mondanità .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="radio"/> Non so
• Tranquillità .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="radio"/> Non so
• Lusso .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="radio"/> Non so
• Natura.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="radio"/> Non so
• Qualità dei servizi .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="radio"/> Non so
• Divertimento .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="radio"/> Non so
• Cultura .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="radio"/> Non so
• Sicurezza.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="radio"/> Non so

## VI Percezione del valore

21. Esprima quanto è d'accordo (1= per nulla, 10=pienamente ) con le seguenti affermazioni:

- |  | Per nulla                | 1                        | 2                        | 3                        | 4                        | 5                        | 6                        | 7                        | 8                        | 9                        | 10                       | Pienamente                   |
|--|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|------------------------------|
| • I servizi offerti a Sorrento hanno un ottimo rapporto qualità/prezzo .....                 | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="radio"/> Non so |
| • I prodotti offerti a Sorrento hanno un ottimo rapporto qualità/prezzo.....                 | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="radio"/> Non so |
| • Sorrento ha un rapporto qualità/prezzo migliore rispetto ad altre località turistiche..... | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="radio"/> Non so |

## VII Fedeltà

22. Esprima quanto sono verosimili (1= per nulla, 10= pienamente) le seguenti affermazioni:

- |  | Per nulla                | 1                        | 2                        | 3                        | 4                        | 5                        | 6                        | 7                        | 8                        | 9                        | 10                       | Pienamente                   |
|--|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|------------------------------|
| • Anche l'anno prossimo, sceglierà Sorrento come meta delle sue vacanze .....                  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="radio"/> Non so |
| • Cercherà di ritornare a Sorrento per un periodo più lungo .....                              | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="radio"/> Non so |
| • Ritornando a casa, consiglierà ai suoi amici di trascorrere le loro vacanze a Sorrento ..... | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="radio"/> Non so |

## VIII Reclami

23. Durante il suo soggiorno a Sorrento, ha mai reclamato per un eventuale disservizio subito? ☐ Sì ☐ No

Se Sì: quale/i? .....

- |  | Per nulla                | 1                        | 2                        | 3                        | 4                        | 5                        | 6                        | 7                        | 8                        | 9                        | 10                       | Pienamente                   |
|--|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|------------------------------|
| 23a In che misura la risposta al suo reclamo l'ha soddisfatta? ..... | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="radio"/> Non so |

Se No:

23b. Ha mai sentito l'esigenza di reclamare per un eventuale disservizio subito durante il suo soggiorno?

- | Mai                      | 1                        | 2                        | 3                        | 4                        | 5                        | 6                        | 7                        | 8                        | 9                        | 10                       | Molto spesso                 |
|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|------------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="radio"/> Non so |

## IX Soddisfazione

24. In relazione alle tre domande che seguono esprima quanto Sorrento è riuscita a soddisfarla (1=per nulla, 10= pienamente).

- |   | Per nulla                | 1                        | 2                        | 3                        | 4                        | 5                        | 6                        | 7                        | 8                        | 9                        | 10                       | Pienamente                   |
|---|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|------------------------------|
| • Complessivamente, quanto si ritiene soddisfatto del suo soggiorno a Sorrento ? .....                                  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="radio"/> Non so |
| • Immagini la sua vacanza ideale, quanto il suo soggiorno a Sorrento si avvicina al suo ideale? .....                   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="radio"/> Non so |
| • Rispetto alle sue attese, in che misura il suo soggiorno a Sorrento è riuscito a soddisfare le sue aspettative? ..... | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="radio"/> Non so |

## X Tipicità di Sorrento

25. Secondo Lei quali sono i prodotti caratteristici di Sorrento (max 3)? 1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_

26. Quali prodotti enogastronomici ha acquistato? 1. \_\_\_\_\_ 2. \_\_\_\_\_

27. Quali prodotti artigianali ha acquistato? 1. \_\_\_\_\_ 2. \_\_\_\_\_

28. Con quale aggettivo definirebbe la sua vacanza a Sorrento? \_\_\_\_\_

## Eventuali osservazioni e suggerimenti

# Tourist atisfaction – English-speaking guests

Dear Guest,

While warmly welcoming you on behalf of the City of Sorrento, we kindly ask you to fill in this questionnaire whose purpose is to evaluate and measure the satisfaction of those who choose Sorrento for their holidays. The results of the survey will cue us for working always better at the service of the City and its guests and for helping writing up the Chart of Tourist Services. The aim of the Chart is to conclude a deal for quality among public and private operators working in the tourist system of Sorrento. This deal has the purpose of continuously improving the welcome of tourists by developing specific standards striving for excellence.

Thanking you in advance for your kind co-operation, we wish to welcome you back to Sorrento in the near future.

Marco Fiorentino  
Mayor of Sorrento

## I. Socio-demographic profile of interviewee

1. **Gender:** ☐ male ☐ female
2. **Age** \_\_\_\_\_
3. **Nationality:** \_\_\_\_\_ If Italian: Province of Residence \_\_\_\_\_
4. **Education:** ☐ Junior School ☐ Middle School ☐ High School ☐ University
5. **Profession:** ☐ manual worker ☐ clerk / executive ☐ manager ☐ teacher  
☐ craftsman ☐ shopkeeper ☐ freelance professional ☐ entrepreneur ☐ student  
☐ pensioner ☐ Unemployed ☐ housewife ☐ other: \_\_\_\_\_

## II. "Tourist" profile of interviewee

6. **Hotel category where you lodge:** ☐ 1 star ☐ 2 stars ☐ 3 stars ☐ 4 stars ☐ 5 stars
7. **How did you organize your trip to Sorrento?**  
☐ via Internet ☐ via travel agent ☐ trip organized by a tour operator ☐ through friends and relations
8. **Where did you get information regarding Sorrento from?**  
☐ Travel agent ☐ Tourist press ☐ Brochures ☐ Tourist guides ☐ Trade fairs / shows  
☐ Magazines/Newspaper ☐ Television (Radio) ☐ Previous visits ☐ Friends and relations ☐ Internet  
☐ Tourist Information office ☐ Other \_\_\_\_\_
9. **What type of holiday are you having in Sorrento?**  
☐ High society ☐ Close to nature ☐ Business ☐ Cultural ☐ Relaxing ☐ Other \_\_\_\_\_
10. **How long are you staying in Sorrento?**  
☐ 1-2 nights ☐ 3-5 nights ☐ One week ☐ More than one week
11. **How do you spend your holidays in Sorrento?**  
☐ Alone ☐ With friends ☐ With your family ☐ With your partner ☐ Other \_\_\_\_\_
12. **How often have you been to Sorrento?**  
☐ This is the first time ☐ I have been to Sorrento once before  
☐ I have been to Sorrento several times before ☐ I have been coming to Sorrento on holidays for \_\_\_\_\_ years
13. **Where did you reach Sorrento from?**  
☐ Naples ☐ Other (specify) \_\_\_\_\_
14. **What means of transportation did you take to reach Sorrento?**  
☐ Ferry-boat ☐ Hydrofoil ☐ Water-Taxi ☐ Private motor/sailing boat ☐ Cruise ☐ Train  
☐ Public bus ☐ Private bus ☐ Airplane ☐ Your own car  
☐ Rented car that you drove ☐ Rented car with driver

### III Expectations

15. On the basis of your experience in other tourist locations, please express what were your expectations (1= very low, 10= very high) regarding the quality of the following elements characterising Sorrento:

[illegible]

#### IV Quality Perception

16. Please give your general opinion (1= absolutely unsatisfactory, 10 = totally satisfactory) of the following **physical** elements of Sorrento:

[illegible]

17. Please give your general opinion (1= absolutely unsatisfactory, 10 = totally satisfactory) of the following **tourist facilities and services** of Sorrento:

	Low	1	2	3	4	5	6	7	8	9	10	High
Tourist facilities and services												
• Site and Comfort of accommodation where you are staying .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="radio"/> Don't know
• Quality and service level of accommodation where you are staying	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="radio"/> Don't know
• Refreshment/Restaurant of accommodation where you are staying	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="radio"/> Don't know
• Quality and Services of beaches (restaurants, entertainments).....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="radio"/> Don't know
• Quality of bars .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="radio"/> Don't know
• Quality of night life.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="radio"/> Don't know
• Atmosphere, reception and service in the restaurants .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="radio"/> Don't know
• Typicality of restaurants in Sorrento.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="radio"/> Don't know
• Quality of restaurants in Sorrento.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="radio"/> Don't know
• Quality of information services .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="radio"/> Don't know
• Courtesy and professional expertise of staff .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="radio"/> Don't know
• Clarity and transparency of prices of tourist services .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="radio"/> Don't know
• Overall quality of tourist facilities and services in Sorrento.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="radio"/> Don't know

18. Please give your general opinion (1= absolutely unsatisfactory, 10 = totally satisfactory) of the following **organizational aspects** of Sorrento:

	Low	1	2	3	4	5	6	7	8	9	10	High
<b>Organizational Aspects</b>												
• Guided tours and excursions.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/> Don't know
• Information regarding entertainments and events.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/> Don't know
• Variety and quality of entertainments and events.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/> Don't know
• Variety and quality of shops and shopping facilities.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/> Don't know
• Courtesy and professional expertise of shopkeepers.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/> Don't know
• Clarity and transparency of prices of commerce.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/> Don't know
• Attractions and recreational activities for children.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/> Don't know
• Facilities for the disabled and the elderly people.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/> Don't know
• Availability and quality of sports facilities.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/> Don't know
• Availability and efficiency of public services.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/> Don't know
(banks, hospital, chemists, post offices, police and security forces)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/> Don't know
• Overall quality of the organization in Sorrento.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/> Don't know

19. Please give your general opinion (1= absolutely unsatisfactory, 10 = totally satisfactory) of the following items related to **transports and infrastructures** of Sorrento itself or serving Sorrento:

	Low	1	2	3	4	5	6	7	8	9	10	High
<b>Transports and infrastructures</b>												
• Quality, comfort and safety of the port in Sorrento.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/> Don't know
• Availability and quality of yachting structures.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/> Don't know
• Frequency and regularity of <u>sea-links</u> with Naples (hydrofoils, ferry-boats).....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/> Don't know
• Frequency and regularity of sea-links with Capri.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/> Don't know
• Comfort and safety of hydrofoils and ferry-boats.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/> Don't know
• Quality, comfort and safety of the train station in Sorrento.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/> Don't know
• Frequency and regularity of <u>rail- and road-links</u> with Naples (Circumvesuviana trains, buses).....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/> Don't know
• Comfort and safety of buses.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/> Don't know
• Comfort and safety of trains.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/> Don't know
• Frequency and regularity of internal transport network.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/> Don't know
• Availability and quality of parking areas.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/> Don't know
• Availability and quality of Taxi service.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/> Don't know
• Quality and maintenance of roads and streets.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/> Don't know
• Overall quality of transports and infrastructures.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/> Don't know

## V Image

20. Please indicate how much each of the following attributes is representative of Sorrento (1= Not at all, 10= Totally)?

	Not at all	1	2	3	4	5	6	7	8	9	10	Totally
• High society life.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/> Don't know
• Peace and quiet.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/> Don't know
• Luxury.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/> Don't know
• Nature.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/> Don't know
• Quality of services.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/> Don't know
• Entertainment.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/> Don't know
• Culture.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/> Don't know
• Safety.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/> Don't know

## VI Value Perception

21. Please express the extent to which you agree (1= Not at all, 10= Totally) with the following statements:

- |   | Not at all               | 1                        | 2                        | 3                        | 4                        | 5                        | 6                        | 7                        | 8                        | 9                        | 10                       | Totally                          |
|---|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|----------------------------------|
| • The services supplied in Sorrento offer excellent value for money.....  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="radio"/> Don't know |
| • The products sold in Sorrento offer excellent value for money.....      | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="radio"/> Don't know |
| • Sorrento offers better value for money than other tourist resorts ..... | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="radio"/> Don't know |

## VII Loyalty

22. Please express the likelihood of the following statements being fulfilled (1= Not at all, 10= Totally):

- |   | Not at all               | 1                        | 2                        | 3                        | 4                        | 5                        | 6                        | 7                        | 8                        | 9                        | 10                       | Totally                          |
|---|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|----------------------------------|
| • I will choose Sorrento for my holidays also next year .....                         | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="radio"/> Don't know |
| • I will try to come back to Sorrento for a longer stay .....                         | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="radio"/> Don't know |
| • When I get home, I will advise my friends to spend their holidays in Sorrento ..... | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="radio"/> Don't know |

## VIII Complaints

23. Did you ever complain about poor service during your stay in Sorrento?

☐ Yes ☐ No

If Yes: which? .....

- |   | Not at all               | 1                        | 2                        | 3                        | 4                        | 5                        | 6                        | 7                        | 8                        | 9                        | 10                       | Totally                          |
|---|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|----------------------------------|
| 23a How satisfactory was the reaction to your complaint?..... | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="radio"/> Don't know |

If No:

23b. Have you ever felt the need to complain about poor service during your stay in Sorrento?

Never 1 2 3 4 5 6 7 8 9 10 Very often

☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ Don't know

## IX Satisfaction

24. In relation to the following three questions, please express how satisfied you are with Sorrento (1=Not at all, 10= Totally).

- |   | Not at all               | 1                        | 2                        | 3                        | 4                        | 5                        | 6                        | 7                        | 8                        | 9                        | 10                       | Totally                          |
|---|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|----------------------------------|
| • Generally speaking, how satisfied are you with your stay in Sorrento ? .....                  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="radio"/> Don't know |
| • Imagine your ideal holiday. How close does your holiday in Sorrento come to that ideal? ..... | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="radio"/> Don't know |
| • To what extent has your holiday in Sorrento managed to satisfy your expectations? .....       | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="radio"/> Don't know |

## X Characteristic features of Sorrento

25. In your opinion, what are the typical products of Sorrento (maximum 3)?

1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_

26. Which food and wine have you bought?

1. \_\_\_\_\_ 2. \_\_\_\_\_

27. Which craft products have you bought?

1. \_\_\_\_\_ 2. \_\_\_\_\_

28. Which adjective would you use to define your holiday in Sorrento? \_\_\_\_\_

## Considerations and Suggestions (if any)



# Tourist atisfaction – pour les hôtes qui parlent Français

Cher Hôte,

En vous adressant notre chaleureux bienvenue de la part de la Ville de Sorrente, nous vous demandons de bien vouloir remplir ce questionnaire qui a le but d'évaluer la satisfaction de ceux qui choisissent un séjour à Sorrente. Les résultats de l'enquête fourniront des idées pour travailler encore mieux au service de la Ville et des ses hôtes et aussi bien aider la rédaction de la Charte des Services Touristiques. Cette Charte aura l'objectif d'établir un pacte pour la qualité entre les opérateurs publics et privés qui travaillent dans le système touristique de Sorrente avec le but de toujours améliorer l'accueil touristique par le développement des standards spécifiques qui visent à l'excellence.

En vous remerciant pour la collaboration, nous nous souhaitons de vous accueillir bientôt de nouveau à Sorrente.

Marco Fiorentino  
Maire de Sorrente

## I. Profil sociodémographique de l'interviewé

1. Genre : ☐ Masculin ☐ Féminin
2. Age \_\_\_\_\_
3. Nationalité : \_\_\_\_\_ Si italienne : Province du domicile \_\_\_\_\_
4. Degré d'instruction : ☐ Ecole primaire ☐ Ecole secondaire 1<sup>er</sup> cycle ☐ Ecole secondaire 2<sup>ème</sup> cycle ☐ Université
5. Emploi : ☐ Ouvrier ☐ Employé, fonctionnaire ☐ Dirigeant ☐ Enseignant  
☐ Artisan ☐ Commerçant ☐ Profession libérale ☐ Entrepreneur ☐ Etudiant  
☐ Retraité ☐ Chômeur ☐ Femme au foyer ☐ Divers : \_\_\_\_\_

## II. Profil "touristique" de l'interviewé

6. Catégorie de l'hôtel où vous êtes logés : ☐ 1 étoile ☐ 2 étoiles ☐ 3 étoiles ☐ 4 étoiles ☐ 5 étoiles
7. Comment avez-vous organisé vos vacances à Sorrente ?  
☐ Par Internet ☐ Agence de voyages ☐ Voyage organisé ☐ Amis et parents
8. Par quelle source avez-vous été informé sur Sorrente ?  
☐ Agences de voyages ☐ Presse touristique ☐ Brochures/Dépliants ☐ Guides touristiques ☐ Foires et expositions  
☐ Revues/Journaux ☐ Télévision (Radio) ☐ Visites précédentes ☐ Amis et parents ☐ Internet  
☐ Bureaux de tourisme ☐ Divers \_\_\_\_\_
9. Vous avez choisi Sorrente pour des vacances caractérisées principalement par ?  
☐ Vie mondaine ☐ Contact avec la nature ☐ Affaires ☐ Visites culturelles ☐ Relax ☐ Divers \_\_\_\_\_
10. Combien de temps au total durent vos vacances à Sorrente ?  
☐ 1-2 nuits ☐ 3-5 nuits ☐ Une semaine ☐ Plus d'une semaine
11. Etes-vous venu à Sorrente ?  
☐ Seul ☐ Avec des amis ☐ Avec la famille ☐ En couple ☐ Divers \_\_\_\_\_
12. Depuis combien de temps fréquentez-vous Sorrente ?  
☐ C'est la première fois que je viens à Sorrente ☐ J'y suis déjà venu une fois  
☐ J'y suis déjà venu plusieurs fois ☐ Je viens habituellement en vacances à Sorrente depuis environ \_\_\_\_\_ ans
13. D'où avez-vous rejoint Sorrente ?  
☐ Naples ☐ Divers \_\_\_\_\_
14. Quel(s) moyen(s) de transport avez-vous utilisé pour rejoindre Sorrente ?  
☐ Ferry-boat ☐ Hydroglisseur ☐ Taxi de la mer ☐ Barque privée ☐ Croisière  
☐ Train ☐ Bus public ☐ Bus privé ☐ Avion ☐ Votre voiture  
☐ Voiture louée sans chauffeur ☐ Voiture louée avec chauffeur

### III Attentes

15. Par rapport à vos autres expériences dans des localités touristiques, exprimez quelles étaient vos attentes (1= attentes très faibles, 10= attentes très fortes) sur la qualité des éléments suivants de Sorrente :

	Faibles	1	2	3	4	5	6	7	8	9	10	Fortes
• Milieu naturel.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/> Je ne sais pas
• Structures hôtelières .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/> Je ne sais pas
• Restaurants et pizzeria .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/> Je ne sais pas
• Etablissements de bains .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/> Je ne sais pas
• Personnel préposé au tourisme .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/> Je ne sais pas
• Evénements mondains et culturels .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/> Je ne sais pas
• Animations nocturnes .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/> Je ne sais pas
• Structures pour les Sports et l'amusement.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/> Je ne sais pas
• Magasins, boutiques et centres commerciaux .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/> Je ne sais pas
• Services de mobilité .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/> Je ne sais pas
• Services de renseignements.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/> Je ne sais pas

#### IV Perception de la Qualité

16. Exprimez un jugement global (1= absolument insatisfaisant, 10 = totalement satisfaisant) sur les attributs **physiques** suivants de Sorrente :

Attributs Physiques	Bas	1	2	3	4	5	6	7	8	9	10	Haut
• Milieu naturel.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/> Je ne sais pas
• Paysage .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/> Je ne sais pas
• Eau de mer .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/> Je ne sais pas
• Monuments et sites historiques et culturels.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/> Je ne sais pas
• Produits typiques et artisanat .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/> Je ne sais pas
• Circulation et réseau routier .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/> Je ne sais pas
• Propreté .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/> Je ne sais pas
• Bruyance.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/> Je ne sais pas
• Sécurité et tranquillité.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/> Je ne sais pas
• Aménagement urbain / architecture / urbanisme.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/> Je ne sais pas
• Atmosphère et hospitalité des résidents .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/> Je ne sais pas
• Qualité globale des éléments physiques de Sorrente .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/> Je ne sais pas

17. Exprimez un jugement global (1= absolument insatisfaisant, 10 = totalement satisfaisant) sur les attributs suivants des **structures « touristiques »** et des **services** de Sorrente :

Structures « touristiques » et services	Bas	1	2	3	4	5	6	7	8	9	10	Haut
• Vue et Confort de la structure où vous êtes logés.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/> Je ne sais pas
• Qualité et niveau du service de la structure où vous êtes logés.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/> Je ne sais pas
• Restaurant de la structure où vous êtes logés .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/> Je ne sais pas
• Qualité et services des établissements balnéaires (restaurants, amusements).....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/> Je ne sais pas
• Qualité des cafés .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/> Je ne sais pas
• Qualité et animation des boîtes de nuit .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/> Je ne sais pas
• Ambiance, accueil et service dans les restaurants.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/> Je ne sais pas
• Caractères typiques des restaurants de Sorrente .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/> Je ne sais pas
• Qualité des restaurants de Sorrente .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/> Je ne sais pas
• Qualité des services de renseignements .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/> Je ne sais pas
• Courtoisie et professionnalisme des opérateurs .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/> Je ne sais pas
• Clarté et transparence des prix des services aux touristes .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/> Je ne sais pas
• Qualité globale des structures et des services aux touristes.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/> Je ne sais pas

18. Exprimez un jugement global (1= absolument insatisfaisant, 10 = totalement satisfaisant) sur les attributs suivants de l'**organisation** de Sorrente :

Organisation	Bas	1	2	3	4	5	6	7	8	9	10	Haut
• Visites guidées / excursions.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/> Je ne sais pas
• Information sur les divertissements et manifestations.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/> Je ne sais pas
• Variété et qualité des divertissements et manifestations.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/> Je ne sais pas
• Variété et qualité des boutiques et du shopping.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/> Je ne sais pas
• Courtoisie et professionnalisme des commerçants.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/> Je ne sais pas
• Clarté et transparence des prix du commerce.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/> Je ne sais pas
• Attractions et loisirs pour enfants.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/> Je ne sais pas
• Services aux handicapés et aux personnes âgées.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/> Je ne sais pas
• Disponibilité et qualité d'équipements sportifs.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/> Je ne sais pas
• Disponibilité et efficience des services publics..... (banques, hôpital, pharmacies, poste, forces de l'ordre).....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/> Je ne sais pas
• Qualité globale de l'organisation de Sorrente.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/> Je ne sais pas

19. Exprimez un jugement global (1= absolument insatisfaisant, 10 = totalement satisfaisant) sur les attributs suivants des **transports et infrastructures** de Sorrente ou qui servent Sorrente :

	Bas	1	2	3	4	5	6	7	8	9	10	Haut
<b>Transports et infrastructures</b>												
• Qualité, confort et sécurité du port de Sorrente.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/> Je ne sais pas
• Disponibilité et qualité des structures de plaisance.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/> Je ne sais pas
• Fréquence et régularité des liaisons <u>par mer</u> avec Naples (Hydroglisseurs, ferry-boats).....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/> Je ne sais pas
• Fréquence et régularité des liaisons par mer avec Capri .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/> Je ne sais pas
• Confort et sécurité des hydroglisseurs et ferry-boats .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/> Je ne sais pas
• Qualité, confort et sécurité de la gare de Sorrente .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/> Je ne sais pas
• Fréquence et régularité des liaisons <u>par terre</u> avec Naples (Trains de la Circumvesuviana, bus) .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/> Je ne sais pas
• Confort et sécurité des buses.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/> Je ne sais pas
• Confort et sécurité des trains .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/> Je ne sais pas
• Fréquence et régularité des transports intérieurs.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/> Je ne sais pas
• Disponibilité et qualité du parking.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/> Je ne sais pas
• Disponibilité et qualité des Taxi.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/> Je ne sais pas
• Qualité et entretien des rues .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/> Je ne sais pas
• Qualité globale des transports et des infrastructures .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/> Je ne sais pas

## V Image

20. Parmi les éléments suivants, indiquez dans quelle mesure, selon vous, chacun exprime l'image de Sorrente (1= Pas du tout. 10= Tout à fait) ?

	Pas du tout	1	2	3	4	5	6	7	8	9	10	Tout à fait
• Mondanité .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/> Je ne sais pas
• Tranquillité .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/> Je ne sais pas
• Luxe .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/> Je ne sais pas
• Nature.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/> Je ne sais pas
• Qualité des services .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/> Je ne sais pas
• Divertissement.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/> Je ne sais pas
• Culture .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/> Je ne sais pas
• Sécurité .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/> Je ne sais pas

## VI Perception de la Valeur

21. Exprimez dans quelle mesure vous êtes d'accord (1= Pas du tout d'accord, 10= Tout à fait d'accord) avec les affirmations suivantes :

- |  | Pas du tout              | 1                        | 2                        | 3                        | 4                        | 5                        | 6                        | 7                        | 8                        | 9                        | 10                       | Tout à fait                          |
|--|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------------------|
| • Les services offerts par Sorrente ont un excellent rapport qualité / prix .....        | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="radio"/> Je ne sais pas |
| • Les produits offerts par Sorrente ont un excellent rapport qualité / prix .....        | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="radio"/> Je ne sais pas |
| • Sorrente a un rapport qualité / prix meilleur que d'autres localités touristiques..... | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="radio"/> Je ne sais pas |

## VII Fidélité

22. Exprimez dans quelle mesure sont vraisemblables (1= Pas du tout, 10= Tout à fait) les affirmations suivantes:

- |  | Pas du tout              | 1                        | 2                        | 3                        | 4                        | 5                        | 6                        | 7                        | 8                        | 9                        | 10                       | Tout à fait                          |
|--|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------------------|
| • L'année prochaine, vous choisirez encore Sorrente comme séjour de vacances .....           | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="radio"/> Je ne sais pas |
| • Vous essaieriez de revenir à Sorrente pour un séjour plus long .....                       | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="radio"/> Je ne sais pas |
| • De retour chez vous, vous conseillerez à vos amis de passer leurs vacances à Sorrente..... | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="radio"/> Je ne sais pas |

## VIII Réclamations

23. Pendant votre séjour à Sorrente, vous êtes-vous plaint d'un défaut d'organisation ? ☐ Oui ☐ Non

Si Oui: lequel / lesquels? .....

- |  | Pas du tout              | 1                        | 2                        | 3                        | 4                        | 5                        | 6                        | 7                        | 8                        | 9                        | 10                       | Tout à fait                          |
|--|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------------------|
| 23a Dans quelle mesure la réponse à votre plainte vous a-t-elle satisfait ?..... | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="radio"/> Je ne sais pas |

Si Non:

23b. Avez-vous éprouvé le besoin de vous plaindre d'un défaut d'organisation pendant votre séjour à Sorrente ?

- | Jamais                   | 1                        | 2                        | 3                        | 4                        | 5                        | 6                        | 7                        | 8                        | 9                        | 10                       | Très souvent                         |
|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="radio"/> Je ne sais pas |

## IX Satisfaction

24. Pour les trois questions suivantes, exprimez dans quelle mesure Sorrente est parvenue à vous satisfaire (1=Pas du tout, 10=Tout à fait).

- |   | Pas du tout              | 1                        | 2                        | 3                        | 4                        | 5                        | 6                        | 7                        | 8                        | 9                        | 10                       | Tout à fait                          |
|---|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------------------|
| • Dans l'ensemble, comment vous estimez-vous satisfait de votre séjour à Sorrente ?.....    | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="radio"/> Je ne sais pas |
| • Imaginez vos vacances idéales, comment votre séjour à Sorrente s'en approche-t-il ? ..... | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="radio"/> Je ne sais pas |
| • Dans quelle mesure votre séjour à Sorrente a-t-il satisfait vos attentes ?.....           | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="radio"/> Je ne sais pas |

## X Caractères typiques de Sorrente

25. Selon vous, quels sont les produits caractéristiques de Sorrente ?

(3 produits au maximum) 1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_

26. Quels produits oeno-gastronomiques avez-vous acheté ? 1. \_\_\_\_\_ 2. \_\_\_\_\_

27. Quels produits artisanaux avez-vous acheté ? 1. \_\_\_\_\_ 2. \_\_\_\_\_

28. Par quel adjectif définiriez-vous vos vacances à Sorrente ? \_\_\_\_\_

## Considérations et Suggestions (s'il y a)