



**UNIVERSIDADE LUSÓFONA DE HUMANIDADES E TECNOLOGIAS**

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**PORTUGAL AS A RUSSIAN TOURIST DESTINATION: ADVANTAGES  
AND OPPORTUNITIES**

Orientador: Professor Doutor

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Lisbon, April de 2014

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Dissertation submitted for the degree of Master of Strategic Management of Tourism Enterprises in the Master Course in Tourism awarded by Lusophone University of Humanities and Technologies of Lisbon.

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## **ABSTRACT**

The objective of this study is to describe the causes and consequences of russian tourists visiting Portugal. Research studies show the existence of variables associated with the study of tourists, such as travel motives composed image of the country, socio-demographic characteristics and behavior of tourists during travel. With their help it is possible to create a model , the analysis of which will help achieve the goals of this investigation. For this purpose, questionnaire survey was conducted of Russian tourists who were in Portugal. The results showed that the majority of tourists impressed this country and therefore the main purpose of travel was to get acquainted with the history and culture, modern architecture, enjoy the beauty of the city's sights and visit the capital. With regard to the attributes of the country, tourists appreciated the beautiful scenery, good climate and culture with history. Was also concluded that most of the tourists were not only happy with their stay, but have an intention to recommend it to family and friends and maybe someday in the future to come here again.

*Key words:* Tourism motivations, Tourist destination, Russia.

## **РЕЗЮМЕ**

Задачей данного исследования является описание причин и следствий посещения Португалии русскими туристами. Изученные исследования показывают существование переменных, связанных с изучением туристов, такие как: туристические мотивы, составленный образ о стране, социально- демографические характеристики и поведение туристов во время путешествия. С их помощью возможно создать модель, анализ которой поможет достичь поставленных целей данного расследования. С этой целью был проведен анкетный опрос русских туристов, находившихся в Португалии. Результаты показали, что большинство туристов впечатлила эта страна и поэтому главной целью путешествия было знакомство с историей и культурой, современной архитектурой, насладится красотой городских достопримечательностей и посещение столицы. Что касается атрибутов страны, туристы оценили красивые пейзажи, хороший климат и культуру с историей. Так же был сделан вывод, что большинство туристов не только остались довольными своим путешествием, но и намеренны рекомендовать город своим близким и друзьям и возможно когда-нибудь в будущем побывать здесь вновь.

*Ключевые слова:* Туристическая мотивация, туристическое направление, Россия.

## **List of abbreviations**

|         |                                                  |
|---------|--------------------------------------------------|
| CIS     | Commonwealth of Independent States               |
| NTO     | National Tourism Organization                    |
| PENT    | National Strategic Plan for Tourism              |
| ROSSTAT | Statistical Service of the Russian Federal State |
| SPSS    | Statistical Program for Social Sciences          |

## INDEX

|                                                                                     |           |
|-------------------------------------------------------------------------------------|-----------|
| ACKNOWLEDGMENTS .....                                                               | 3         |
| ABSTRACT .....                                                                      | 4         |
| LIST OF ABBREVIATIONS .....                                                         | 5         |
| INDEX OF ANNEXES .....                                                              | 7         |
| INDEX OF TABLES .....                                                               | 7         |
| INDEX OF GRAPHICS .....                                                             | 8         |
| <b>INTRODUCTION</b>                                                                 |           |
| 1. Research relevance .....                                                         | 10        |
| 2. Research objectives .....                                                        | 11        |
| 3. Dissertation structure .....                                                     | 11        |
| <b>PART I – TOURISM MOTIVATIONS, TOURIST DESTINATIONS: REVIEW OF THE LITERATURE</b> |           |
| <b>1. TOURISM MOTIVATIONS AND DESTINATIONS.....</b>                                 | <b>12</b> |
| 1.1 Introduction .....                                                              | 12        |
| 1.2 Tourism motivations .....                                                       | 12        |
| 1.3 Tourist destinations .....                                                      | 14        |
| 1.4 Touristic motivations and socio-demographics characteristics .....              | 18        |
| 1.5 Chapter summary .....                                                           | 20        |
| <b>2. RUSSIA. RUSSIAN MARKET .....</b>                                              | <b>22</b> |
| 2.1 Introduction .....                                                              | 22        |
| 2.2. Russian tourist profile .....                                                  | 22        |
| 2.3 Tourist offer .....                                                             | 27        |
| 2.4 Chapter summary .....                                                           | 31        |
| <b>PART II – RESEARCH METHOD</b>                                                    |           |
| <b>3. METHODOLOGY .....</b>                                                         | <b>32</b> |
| 3.1 Introduction .....                                                              | 32        |
| 3.2 Analysis model .....                                                            | 32        |
| 3.3 Research methodology .....                                                      | 32        |
| 3.4. Construction of the questionnaire .....                                        | 33        |

## **PART III – RESULTS**

### **4. QUALITATIVE / QUANTITATIVE ANALYSIS OF RESULTS**

|                                                                |    |
|----------------------------------------------------------------|----|
| 4.1 Introduction .....                                         | 34 |
| 4.2 Socio-demographic characteristics.....                     | 34 |
| 4.3 Travel behavior, crosstabs / crosses .....                 | 38 |
| 4.4 Touristic motivations, frequencies (mode and median) ..... | 55 |

### **PART IV – MAIN CONCLUSIONS**

|                                         |           |
|-----------------------------------------|-----------|
| <b>5. Conclusions</b> .....             | <b>65</b> |
| 5.1 Final research thoughts .....       | 65        |
| 5.2 Suggestions for future Studies..... | 67        |
| References.....                         | 69        |

### **INDEX OF THE ANNEXES**

|                              |    |
|------------------------------|----|
| ANNEX I: Questionnaire ..... | 75 |
|------------------------------|----|

### **INDEX OF THE TABLES**

|                                                        |    |
|--------------------------------------------------------|----|
| Table 1: Gender * How_you_like_Accommodation .....     | 38 |
| Table 2: Gender * How_you_like_Transport.....          | 38 |
| Table 3: Gender * How_you_like_Food .....              | 39 |
| Table 4: Gender * How_you_like_Leisure .....           | 39 |
| Table 5: Gender * How_you_like_Weather .....           | 40 |
| Table 6: Gender * How_you_like_Hospitality .....       | 40 |
| Table 7: Gender * How_you_like_Safety.....             | 40 |
| Table 8: Age * How_you_like_Accommodation .....        | 41 |
| Table 9: Age * How_you_like_Transport.....             | 42 |
| Table 10: Age * How_you_like_Food .....                | 42 |
| Table 11: Age * How_you_like_Leisure .....             | 43 |
| Table 12: Age * How_you_like_Weather .....             | 44 |
| Table 13: Age * How_you_like_Hospitality.....          | 45 |
| Table 14: Age * How_you_like_Safety .....              | 45 |
| Table 15: Education * How_you_like_Accommodation ..... | 46 |
| Table 16: Education * How_you_like_Transport.....      | 47 |
| Table 17: Education * How_you_like_Food .....          | 47 |

|                                                        |    |
|--------------------------------------------------------|----|
| Table 18: Education * How_you_like_Leisure .....       | 48 |
| Table 19: Education * How_you_like_Weather .....       | 49 |
| Table 20: Education * How_you_like_Hospitality.....    | 49 |
| Table 21: Education * How_you_like_Safety.....         | 50 |
| Table 22: Occupation * How_you_like_Accomodation ..... | 50 |
| Table 23: Occupation * How_you_like_Transport .....    | 51 |
| Table 24: Occupation * How_you_like_Food.....          | 52 |
| Table 25: Occupation * How_you_like_Leisure .....      | 52 |
| Table 26: Occupation * How_you_like_Weather.....       | 53 |
| Table 27: Occupation * How_you_like_Hospitality.....   | 54 |
| Table 28: Occupation * How_you_like_Safety.....        | 54 |
| Table 29: Gender.....                                  | 55 |
| Table 30: Age.....                                     | 55 |
| Table 31: Age ( Median, Mode) .....                    | 56 |
| Table 32: Education.....                               | 56 |
| Table 33: Occupation.....                              | 56 |
| Table 34: Sources.....                                 | 56 |
| Table 35: Buy trip.....                                | 57 |
| Table 36: First visit.....                             | 57 |
| Table 37: Lenght of visit .....                        | 57 |
| Table 38: Preferable season to visit.....              | 57 |
| Table 39: Tourist resort.....                          | 58 |
| Table 40: Money spent a day.....                       | 58 |
| Table 41: Visit Cities.....                            | 58 |
| Table 42: Visit.....                                   | 58 |
| Table 43: Use transport.....                           | 59 |
| Table 44: Activities.....                              | 60 |
| Table 45: How you like .....                           | 60 |
| Table 46: Visit again .....                            | 61 |
| Table 47: Extreme values: How you like.....            | 62 |

## INDEX OF THE GRAPHICS

|                       |    |
|-----------------------|----|
| Graph 1: Gender ..... | 34 |
|-----------------------|----|

|                                             |    |
|---------------------------------------------|----|
| Graph 2: Age .....                          | 35 |
| Graph 3: Education .....                    | 35 |
| Graph 4: First visit .....                  | 36 |
| Graph 5: Money spent a day .....            | 36 |
| Graph 6: Lenght of visit .....              | 37 |
| Graph 7: Want to visit again Portugal ..... | 37 |

## INTRODUCTION

### 1. Research relevance

The importance given to research in tourism is increasing, since phenomenon of tourist movements of recent years started to motivate all partners linked by different interests in the tourism market .(Kozak, 2002)

Admittedly, this phenomenon, the movement of tourists from eastern Russia to Portugal, acquired in recent years enough meaning for that you pay particular attention, accompanied by a careful investigation in order to better understand the tourist .

Russian who visit the country in fact , there is need to investigate these new markets emerging and reach the potential customer that has different motivations and degree of high demand .The Russian tourist market shows huge potential. According to Rosstat- Statistical Office of the Federal State of Russia (2013), a total of 143.3 million population, about 10 % or about 15 million, are capable financial traveling , having started some time ago, to develop new patterns of Western consumption. On the other hand, economic growth in Russia in recent years has made a huge grow of tourism into Western European countries. As noted the increasing choice of Portugal, to the point of being considered as a market strategic emerging in the National Strategic Plan for Tourism (PENT 2007). The plan shows that the Portugal tourist destination plays a central role as a strategic destination for tourism , the main product being the City Break, characterized by short stays. For Russian tourists, Lisbon is the most sought after destination for be the capital, and also, which concentrates culture, art, architecture and landscape.

Accordingly, a choice was made to characterize the Russian tourists who visit Portugal and to find out why he decide to visit this country and as a result to understand what's his experience about it. We are in fact dealing with a new market. Since there is little literature on studies that characterize the Russian tourists , which clearly reflects the importance of selected theme now and modestly was treated with the limitations that the time and agents imposed.

Thorough knowledge about the characteristics of Russian tourists who visit Portugal, the reasons that led them to visit Portugal and which image they got from the visit. This will undoubtedly constitute a valuable aid to manager's tourist destinations in order to develop appropriate communication strategies and promotion with this specific market.

## **2. Research objectives**

This research aims to characterize Portugal as a pretty new tourist destination for the Russian tourists, to evaluate the advantages and opportunities. At the end we specifically want to answer to the following questions:

What are the tourist motivations for Russian people for travel to Portugal ?

What image does Russian tourists have of Portugal ?

What is the travel behavior of Russian tourists visiting the Portugal ?

What relationships exist between socio-demographic characteristics of Russian tourists visiting this country and the motivations and perceived tourist destination image ?

The answer to these questions should allow presenting clear information as to the conduct of Russian tourists traveling to Portugal, particularly in relation to its tourist motivations and image of country as a tourist destination .

This information seeks to strengthen the knowledge of Russian tourists as well as helping tourist professionals to pursue appropriate strategies targeting, communication and promotional activity.

## **3 . Dissertation structure**

This dissertation is structured into four main parts, according to the logic of the research and development of its contents on a methodology of qualitative analysis .

It starts with the introduction, where we seek to explain the relevance of this study as well as point out the specific objectives of the program.

The first part presents the literature review on thematic tourist motivations, image and travel behavior, in order to grasp the key concepts as well as to analyze and discuss the main models related to the classification of tourists and also understand results of statistical methods used by various authors.

The second part shows the analysis model as well as all the methodological approach of the research namely the construction of the script of the questionnaire survey .

In the third part of the qualitative study we conduct a content analysis of data study based on SPSS .

The fourth and last part, contains the general conclusions for the problem studied , the limitations of the study and identifies avenues for future research in this area .

## **PART I – TOURISM MOTIVATIONS, TOURIST DESTINATIONS: REVIEW OF THE LITERATURE**

### **1. TOURISM MOTIVATIONS**

#### **1.1 Introduction**

In this chapter we make a resume of the tourist destination literature as well as tourism motivation, international and domestic tourism.

In order to better systematize the carried analysis, we focused on the following dimensions: (i) tourism motivations: affective picture, cognitive image, personality; (ii) tourist destination and socio-demographic variables.

The chapter ends with a summary of materials developed therein .

Over the years, we observed changes in the behavior of tourists directly related to the transformations that occurred in the World. These changes are the result of a globalization process, which influence all sectors of the economy, for example, the evolution of their lifestyles and socio - economic changes that impact on propensity to travel and that determine the type of trip tourists (Crouch, 2000).

It is important to try to understand the needs and motivations operating in the tourist decision process and what it takes to choose a specific holiday destination.

To this end, this chapter will review the different approaches to the theme of motivation applied to tourism, travel behavior and the push and pull factors of tourist motivation.

The literature on tourism and consumer behavior considers the tourist motivation as one of the most important variables in explaining travel behavior.

Motivation is related to the internal needs of tourists , ie the psychological strength that predisposes the tourist to travel and make decisions on tourism.

Motivation can also be a simple desire of individuals to participate in tourist activities, which may result in a range of individual benefits, including, for example, pleasure, harmony and social changes (Pratt, 1980).

#### **1.2 Tourism motivations**

Motivation is a process which is feed , sustain and guide behavior ( Mowen, 2000) . The theoretical framework adopted here, which may entitle the theory of self - regulated behavior (Carver and Scheier, 1999; Mowen, 2000), considers that this case arises from a comparison of values and objectives dependent on a hierarchy of traits of the individual, which results emotions that act as

feedstock. Cognitive mechanisms of evaluation and control only operate when the emotions exceed a certain threshold.

The process of motivation to travel is different, depending on whether the positive motivation (appetitive) and negative motivation (aversive). In the latter case, the tourist is concerned to solve a problem and believes that travel is an effective (curative or preventive) answer to the problem in question. In the case of positive motivation, destination image originates expectations of gratification, which tend to be emotional (Mowen, 2000).

#### Affective picture.

The affective image of destination or origin of the tourist is an assignment verbalized by the tourist site of the qualities that are inducers of emotions (Russell and Pratt, 1980). The concept here is defined by its operation and in a way similar to Goossens (2000). It is, therefore, the verbalization of an emotional attribution to a place, which can not be confused with other affective states (Gnoth J. et al., 1999) is not a mood or affective provision of long-term, nor an emotion resulting of stay or in-house experience (Zins, 2002), is an image translated into the local language and emotional measure in a way that appeals to the emotional components and not the cognitive components of memory and information processing.

#### Cognitive image.

Cognitive destination image implies beliefs about yourself, which translate into cognitive assessment of attributes and / or benefits attributed to it by the tourist (Kastenholz, 2003). Its operation in this study is not by measuring belief in the strict sense, ie, the three-dimensional conception of attitudes (cognitive, affective and conactiva), that considers the affective dimension as an evaluation of beliefs. What distinguishes the cognitive affective image is that this presupposes a comparison using a cognitive effort, while the other is one, tends more immediate, emotional assignment although it may be influenced by beliefs already memorized.

#### Personality.

Personality can be defined as a particular combination of a set of predispositions to act, resulting from genetic factors and learning, which confer a certain character regularity motivations, attitudes and behaviors of an individual. The traits that have been listed as having any explanatory power about the motivations, attitudes and behaviors relating to leisure activities and tourism are related to the need for stimulation (Pizam et al., 2004), and curiosity and openness to new sensory experiences

and intellectual, social, or possibly (Plog, 2002; McGuiggan, 2004). Jackson and others (Jackson, White and White, 2001) suggest that the basic trait of introversion versus extroversion also have its influence on the motivations and tours.

For Crompton (1979), many answers of tourist activity are clear except answer on a word "why", which basically is what matters most of all behaviors that individuals have.

Mathieson and Wall (1990) , dedicated to her studies in tourism motivations ensuring that they depend on the personal value system of each individual as well as the personality of each. These authors as well as Raghep Beard (1983) , stated that the motivation may be defined as a set of needs or psychological forces that encourage an individual to participate in tourism.

For Gutiérrez (2005) , there is a set of pull factors, consisting of a certain set of attributes of the destination , which generate a motivational power giving rise to the desire to travel. Davidoff (2001), believes that motivation is related to an internal state, which may result from a need . This state is considered a wake-up behavior usually directed to the satisfaction of a need .

This gives two motivating forces to leave behind everyday routine, in order to perform leisure activities which cause a change in your day-to-day and on the other hand we have discovered that not is more than the tendency of each individual in seeking psychological rewards through their participation in leisure activities .

For the author , while some individuals mostly travel to escape from their personal environment and discover social rewards every time they move, other individuals can be identified by the motivational characteristics of the remaining cells.

There may still be another set of individuals traveling for various reasons , depending on what has happened before you decide to make the trip, and may focus on a single cell or traversing all. Finally, there is a final group of individuals who run the four cells in the course of a trip , and can start with the motivational force of a cell and end it with another .

As a conclusion we can verify by reviewing the literature that cognitive and affective nature of the image of a destination, as well as factors that influence the image formation and its implications on tourist behavior are fundamental to understand the motivations of the same and all the process that leads to a certain level of satisfaction.

### **1.3.Tourist Destination**

Following the proposal of Russell and Pratt (1980), this emotional response can be measured by verbalizing the induction properties of emotions that people attach to the environment.

Cooper et al (1998) , can not understand the meaning of tourist destination without considering several factors: environmental, economic or social .

The authors Hu and Ritchie (1993) define tourist destination as a set of facilities and tourist services, which , like any other consumer product , consists of a series of attributes .

According to the World Tourism Organization (1998: p.49) a tourist destination can be defined as : " A physical space in which a visitor stays at least one night . Includes tourism products , including infrastructure support and attractions, and tour distance of a day trip roundtrip resources .

Has physical and administrative boundaries circumscribing its management , and an image and perceptions defining its market competitiveness ".

According to Ritchie and Crouch (2000) , each destination has a unique profile that makes it competitive, as are their specific features like the traditions , values and goals sets it apart from other destinations .

Other authors such as Murphy , Pritchard and Smith (2000) define tourist destination as a amalgam of products and services that provide together an experience for visitors .

For Tiller (2004), a tourist destination is a place where a visitor is at least one night, including support services , attractions and tourist resources .

The tourist destinations are the heart of the tourism system, which drives the movement of individuals. According to Laws (1995), the characteristics of tourist destinations can be classified into two groups: (i) primary Features : climate, ecology, culture and tradition; (ii) secondary: hotels , transport and entertainment activities.

These two groups contribute to the formation of a tourist destination as a whole, i e , to the overall attractiveness of a destination. Murphy, Pritchard and Smith (2000) created a model, which argues that the overall experience of each individual into a tourist destination is formed from two dimensions , services and space destination.

So, a destination is not only defined as a set of facilities and services available to tourists, but should also take into account the experience of every tourist destination (Bigne and Sanchez , 2001; Bigne , 2005) .

Bigne, Font and Andreu (2000) define a set of destinations and tourism products that allows us to offer an experience to tourists .

According to the authors McIntosh, Goeldne, Ritchie (2002), the attractiveness of a tourist destination lies in its ability to create, maintain and develop a feature set that motivates the choosing decision and a destination process.

To Buhalis (2000), there is a combination of travel products when complemented form different offers. These differentiated offerings, can be directed to different consumers and may give rise to a destination .

#### Life Cycle of Tourism Destinations.

The concept of life cycle can be applied in general to tourism, a tourism product or a tourist destination (Choy, 1992). For Butler (1980), changes in the preferences and needs of tourists as well as the progressive degradation, changing habits and disappearance of natural and cultural attractions are responsible both for the success of a destination with also its decline.

In this sense Butler (1980) developed a model in which the evolution of a tourist destination is based on a cycle consisting of six phases:

- (i). Exploration - This stage is characterized by few adventurous tourists , who are motivated by the natural conditions of the site and that does not have public facilities to receive them. The destination is visited by tourists alocêtricos ( looking for adventure ) avoiding too commoditized destinations .
- (ii). Involvement - At this stage there is an intervention of residents on tourism , seeking promotion of the destination for which there is an increase in demand . The public sector begins to be pressed for the development of infrastructure to support tourism.
- (iii). Growth - This is where you register a higher growth both on the demand side or the supply side. Several tourist infrastructure , and launched promotional campaigns in high season are created , the number of tourists come to exceed the number of residents . However, it is a critical stage because changes in demand can alter the nature of the destination as well as the quality of that overuse of resources.
- (iv). Consolidation - In this phase the growth rates begin to stagnate and tourism is an activity of great importance to the local economy. Strategies are developed in order to increase the tourist season, the renewal or replacement of equipment. The target is dominated by tourism.
- (v). Stagnation - The designation of this phase comes from the fact that they have reached maximum volumes of tourists destination and has a well-established image, but no longer in fashion. At this stage the targets begin to have some environmental, social and economic problems, which makes them less competitive in relation to other emerging destinations.
- (vi). Post - stagnation – this phase follows decline or rejuvenation. The destination will decline if the market continues to decline and the destination is not able to find strategies to face competition from new destinations. If however, the destiny manages to adopt measures leading to their rejuvenation, then the decline will be avoided.

## Competitiveness of Tourism Destinations.

The competitiveness of an industry is critical and crucial to its performance in the global market (Crouch and Ritchie, 1999). The development of the tourism potential of a country or region depends largely on its ability to maintain competitive advantage in supplying goods and services to tourists. The authors understand that competitiveness and the ability of a country has to create value and managing to implement the well-being of host communities, by providing benefits, processes and things and integrating these relations in economic and the social model .

Crouch and Ritchie (1999), created an explanatory conceptual model that provides a comprehensive framework of competitiveness of tourist destinations. This model features the two great forces of competitiveness, which are competitive advantages and comparative advantages, central and attractive features, destination management, policy, planning and development, the determinants of qualification , the global environment and the environment competitiveness.

The same authors also reinforce the role that tourism has had in recent years, being a symbol of prosperity and quality of life for many regions. The problem will be if there is a rapid growth of different shapes tourist, as this will be negative with regard to competitiveness effects as well as the lifestyle of local people .

The authors consider that to analyze the competitiveness of the destinations we must remember that the theory of comparative advantage and competitive advantage, in that comparative advantage is related to the resources that the target has, be they natural or manmade. Having a competitive advantage is linked to the ability of the destination in using their resources efficiently so as to enable them to remain in the medium and long term .

However, the authors believed that the competitiveness of a destination can be affected by the following factors: (i) demography , environment, safety, attitudes of residents , sociocultural aspects and attractive ; (ii) physiography , climate, historical and cultural resources , size of the economy , supporting industries , infrastructure , accessibility, technology, human resources , knowledge, financial capital ; (iii) capacity , excellence and quality of goods and services ; (iv) allocation of resources, cost, price, efficiency, effectiveness, performance, organizational skills, entrepreneurship, growth and maintenance ; (vi) strategy to face target markets , strategies for demand and supply, positioning, branding, link to markets; (vii) vision and willingness of politicians and other stakeholders, tourism system and its integrated impacts, clustering, business cooperation and strategic alliances, synergies in interdependencies with other destinations .

The image of tourist destinations has been the subject of numerous investigations over nearly four decades, and its importance has been internationally recognized, since it has great influence on the choice of a destination process.

There are several ways to define the image of a tourist destination. Stern et al (2001) refer to the image as being "generally conceived the result of a transaction in which the signals from a marketing unit are received by a receiver and arranged for a mental perception of the sending unit."

According to Crompton (1979), the image is the sum of ideas, beliefs and impressions that an individual has about a particular travel destination. To Gartner (1993), the personal characteristics of the individual (age, income, personality), have great influence in building the image.

Based on the investigation of Almeida (2010), many authors based their research on the study of the image of a tourist destination. These studies are changing according to the time evolution itself, but also the experiences lived by their authors.

The image of a destination is currently one of the main variables with respect to segmentation, because (Cooper et al, 1998: p.81) "it is of fundamental importance for the preference, motivation and behavior of an individual regarding products and tourist destinations since it will provide an effect of "pulse" will result in different prognoses."

To Fakeye and Crompton (1991), the image allows to differentiate the various tourist destinations and can still influence tourists to differentiate themselves according to the chosen destinations. In other words, the image allows you to target a destination, however, if not crafted its attractive features may decrease or even disappear, which is highly detrimental to the destination.

For the authors, the resources created, as well as legacy features have their own characteristics, which make it a tourist destination attraction for tourists who visit, thus fostering competitiveness of a tourist destination. Demand conditions in the integrated model, include three essential elements of tourism demand, as a tourist awareness, perceptions and preferences of tourists. Thus, according to the authors, the local conditions of a destination, can have a positive or negative influence on the competitiveness of it.

As a conclusion, we can say that the tourist destinations have certain characteristics that define its attractiveness and it is subject to changes in the behavior of the tourists that leads to their life cycle. A tourist destination must be competitive so that you can survive in an increasingly aggressive and competitive market.

#### **1.4 Touristic motivations and socio-demographics characteristics**

The socio - demographic variables may include private and personal characteristics of the individual such as gender, age, occupation, education, social class and household, and their influence on

tourist motivations changes from person to person, given their personal characteristics (Alonso et al. al. and 2007 Kotler et . al. 2000).

Kattiyapornpong and Miller (2009) studied the effect of socio-demographic constraints on tourists choices. They concluded that the variables act differently in the formation of various types of travel behavior.

For those authors, age, income and social status have a direct and significant effect on the choice of travel , as well as retired people are significantly limited by their age, health or physical energy .

Lyons et . al. (2009) argue that the older people try to avoid long distance destinations and high temperatures, and Sheng et . al. (2008) reported that the age of the tourists have significant correlation with destinations nature , but negative for adventure destinations .

According to Alegre and Pou (2006), the lenght of travel and stay in tourist destination increases with age, reaching a peak for the people between forty and five fifty-four years, which is in agreement with the findings of Fleischer and Pizam (2002), for whom the middle-aged tourist, taking more time and more resources, you can make longer stays .

Sangpikul (2008) argue that age, income and education are important variables that take tourists to decide the choice of destination. Their study indicate that individuals with more education and more disposable income prefer to travel long distance han to travel near their home. This reality is found also in the increase of events and tourist activities in the destination, as personal income level.

Lee et al. (2004) report that emotional factors and family togetherness vary according to age and marital status, and the socialization factor varies according to income and the relaxation factor, depending on age. In contrast , Alonso et . al. (2007), in their study on the profile of enotourists, claim that the lowest income after retirement, or limit the tourists flow.

Other variables such as gender, marital status and family size are significantly related to the decision to go for vacation.

According to Sheng et . al. (2008), the female tourists prefer destinations for recreation and male tourists value more adventurous destinations.

On the other hand , the single most tourists prefer adventure, unlike married tourists .

As for Lyons et . al. (2009), families with children choose destinations with warmer weather, although for short periods .

In the perspective of Nickerson and Jurowski (2001), family travel has importance for parents who work and have more money to spend and less time to spend with their children , using the holiday as a time to connect to the family. To Lima (2009), family size greatly influences the actual realization of the trip on the choice of the place , as a large family restricts tourist spending .

Therefore, in a family where there are no children, for example, there is greater willingness to go on vacation and make expenditures on travel .

To emphasize that the results show that the British tourists have a higher propensity for the pursuit of pleasure or fantasy as compared to German tourists , who prefer physical relaxation motivational factors .

Gursoy and Chen (2000) seek to distinguish the sources of information used between German, English and French nationalities. The results show that German tourists predominantly use the internet as a source of information to choose the travel destination, while the British and French prefer to consult travel agents.

Kim and Prideaux (2005), identified differences in decision time, at the planning stage of the trip, between Korean and Japanese tourists, indicating that Koreans have a significantly shorter decision time than Japanese tourists .

Moreover , the nationality of the tourist has a strong influence on the duration of stay ( Gokovali et . Al., 2007) . Among Russian tourists, Germans , Dutch and English , it appears that the former have a higher probability of staying longer in destinations for tourists from Holland, Germany and England.

Based on the above, there is a wide variety of reasons for travel , which may alter the decisions from one moment to another ( Kozak , 2002) .

### **1.5 Chapter summary**

The literature study shows the existence of a set of dimensions directly related to the study of tourist motivation and travel behavior, as Tourist Destination Image and Motivations and Tourist motivations and socio-demographic variables .

Still in the planning stage, potential tourists, as their travel experience, give much importance to the target attributes , such as weather, price , distance , security, among others, which requires them to scroll through the available sources for investigate and choose your destination .

Nowadays, TV and internet have great influence on the intention to travel .

Then, there was the interrelationship of tourist motivations with the perceived image of the destination , as tourists before traveling tend to make predictions , creating images based on reviews advertising , and on past experience . These expectations will be crucial for the post- trip, satisfaction , because they are the basis on which tourists will assess the "performance " of the target.

Thus , the decision of the choice of tourist destination based on the enhanced image and you would expect to find , always depending on her and her expectation about the place .

In fact , most studied authors sought to conceptualize travel motivation based on socio- demographic factors of tourists . The influence of these variables on motivation changes from person to person , given their different characteristics . Studies point to the fact that people age , nationality , gender, occupation , education and number of elements in different household, giving importance to different attributes. This means that destinations should adjust their capacity and their communication depending on the characteristics of its tourists . Different nationalities also denote differences in points as the preferred source of information, the type of activities chosen the destination, the time of decision on the choice of travel and length of stay itself . The existence of children is seen as one of the most important elements in deciding the type, duration and holiday destination .

## **2. RUSSIA. RUSSIAN MARKET**

### **2.1 Introduction**

This chapter aims to characterize the tourist market of Russia and their potential as sources of tourists to Portugal, as well as identify the tourist profile, search behavior and the main requirements of Russian tourists in the choice of tourist destinations.

The Russian Federation is currently one of the world's fastest growing outbound travel markets, and this growth seems set to continue.

The economic growth in Russia in recent years has led the Russian tourist to travel increasingly abroad, namely in Portugal, being even considered as a major emerging tourist markets for the country, according to the National Strategic Plan for Tourism Lisbon and the Algarve are the most in demand destinations of Russian tourists, who are motivated by nature, sun and sea as well as by culture (Turismo de Portugal, 2013).

In order to tap this potential and ensure that destinations attracts their share of the growth. In Europe, it is important for ETC to understand Europe's image among Russians, to help its members develop the right kind of marketing messages and activities for promoting the region to potential outbound tourists from Russia.

This chapter has the overall aim to better understand the profile of Russian tourist, based on the analysis of secondary sources. To this effect were analyzed: Rosstat documents; Studies World Tourism Organization and European Travel Commission (ETC).

### **2.2. Russian tourist profile**

#### **The evolution of travel from the 1990's**

In post-Soviet Russian tourist business developed primarily with a focus on travel abroad, which has resulted in foreign travel restrictions at the state level in the Soviet period. In the early 1990's outbound tourism industry only began to emerge, not enough specialists, knowledge and technology. The global market for Russian tour operators treated cautiously, often worked 100 percent prepayment. Industry's profitability remained at a level of 4-5 %. While the market has developed very actively, new directions opened almost every week.

In 1995, the flow of tourists visiting Russia peaked went abroad more than 21 million people. However, after 1996, the number leaving dropped sharply to 12.3 million, and the crisis in 1998 had fallen to the level of 10.6 million. The decrease in tourist traffic can be attributed to the fall of pent-up demand, formed during the Soviet period, and the reduction in the proportion of business (so-called shuttle) trips. In the early 1990's the share of shop tours from Russia accounted for about 60

% of trips . The main directions of the 1990's were Cyprus , Turkey, Spain , Italy , China , Poland, Finland , United Arab Emirates, Greece, Egypt. By 2000 the number leaving stabilized at 11-12 million people a year.

In 2000, tourist arrivals increased again and reached a level of 18.4 million people and it's increasing every year . In 2003 went abroad to 20.5 million , but more than half of Russians went abroad for private purposes . In the same period , the share of journeys to the far abroad . In 2009 the number of tourists traveling from Russia due to the crisis declined again , but in 2010 the number of tourists increased by 42.7% . In 2010 the most visited country of Russian citizens was Finland, which Russians visited 3,388,712 times . In second place was Turkey - 3,011,678 times .

Third place was taken by Egypt - 2,539,771 times . China conceded the number of tourists to Egypt , moved to fourth position , mainly due to a decrease shopping tourists due to the tightening of customs regulations importation of goods in Russia (data site of the Federal Agency for Tourism of the Russian Federation) . Most tourists go to visa-free exchange program , operating under the Intergovernmental Agreement between Russia and China. ([www.teztour.com](http://www.teztour.com))

According to statistics from the Ministry of Sport and Tourism of the Russian Federation in the ranking of countries according to popularity in 2010 also included the following state ( based on the criterion of growth tourists):

(i). Israel : Stream in this country increased by 36.5% - to stabilize the political situation in the country and the introduction of a visa-free regime for Russian citizens .

(ii). Dominican Republic : 29 %

(iii). USA - 28.88 % depreciation of the U.S. dollar against the ruble , and numerous deals airlines and hotels .

(iv). Switzerland , 28.2 %.

(v). Check in Montenegro was higher than in Croatia, in 1,5 times balanced price policy and as a result - 28 % increase on Montenegro

(vi). 10% increased flow of Russians in Germany due primarily business travel to this country.

The same rate of increase in the flow of tourists to the UK. Due to the complexity in the number of visas decreases people traveling to these countries with the aim of cognitive .

Analysis of the exit stream shows that expanding tourist preferences Russian citizens along with traditional interest to the warm seas (38% Russian tourists prefer to stay near the water ) , the Russians have become increasingly popular country where beach vacation can be combined with an interesting cultural program . Strengthening of the ruble leads to the fact that holidays abroad , particularly in the "dollar countries," is becoming more accessible to our citizens.

Given the uneven distribution of tourist resources in the country , as well as different levels of development of infrastructure and human capacity building , parts of Russia can be divided into the following levels of development of the tourism product ("Strategy of tourism development in the Russian Federation for the period till 2015»):

High : Moscow and Moscow region, St. Petersburg and the Leningrad region, Caucasian Mineral Waters region , Krasnodar region ( Sochi , Gelendzhik ), Kaliningrad region, Golden Ring regions ;

Medium : Pskov, Novgorod , Tver region , Tatarstan, Volga ( river cruises ) , Karachay-Cherkessia and Kabardino-Balkaria , Rostov , Irkutsk region, Primorsky region , Kamchatka, Murmansk region, Khanty- Mansi Autonomous District ;

Insufficient , but considerable potential for future development : the coastal areas of the Caspian and Azov Seas , the Far North ( Arctic Franz- Josef Land ) , Far East ( Kuriles , the Commander Islands , Yakutia, Khabarovsk region , Chukotka, Magadan region) , Western Siberia (Altai, Krasnoyarsk region , etc.) , Tuva ( Kungurtug , Lake Tere-Khol , Por -Bajin ) , Buryatia, Ural.

### **Characteristics of the Russian foreign tourism.**

According to the World Tourism Organization, Russia for the cost of overseas travel is the fifth largest in the world. This is despite the fact that 70% of Russians in post-Soviet years , according to "Levada Center" , has not had time to go abroad. In 2012 , Russians spent for holidays abroad \$ 43 billion Russian tour operators say that the most popular countries among Russians left Egypt, Thailand , United Arab Emirates and Italy . Culture Minister Vladimir Medvedev notes that only foreign buying Russian travelers spend about \$ 32 billion a year.

Russia appears as the nine biggest outbound travel market in the world in terms of expenditure, according to (2012).

Russia is not a homogeneous market – a number of different segments of travellers can be identified, ranging from the Rapidly Emerging Middle Classes, through the Young Professionals, the Upper Income Group and the Ultra-rich to the so-called 'Golden Youth' (Ultra- rich).

The emerging middle classes take one or two trips a year on average, usually to sun and beach destinations – often booked at the last minute – and are very susceptible to marketing and promotions and destinations offering visa-free access or visas on arrival.

At the other end of the market, the Ultra-rich – take several trips a year, rarely involving tour operators, so they are more difficult to reach in terms of marketing and promotions via the trade. Russia's Internet population is increasingly important , is the second largest in Europe.

### **Outbound travel**

The share of business travel is higher than average among European source countries because Russia is still a fairly young market, but holiday travel is growing faster.

The top ten destinations outside the Commonwealth of Independent States (CIS) are in order of importance: China, Finland, Turkey, Egypt, Estonia, Lithuania, Germany, Poland, Italy and Spain (Rosstat, 2013).

In terms of overnights recorded by different destinations, the favourite European countries are according to available data Turkey, the United Kingdom, Italy, Spain, Germany and Cyprus (but it should be noted that some European countries like France do not have any data available for comparative purposes).

The leading holiday destinations are Turkey and Egypt – due largely to their sun and beach attractions, their affordability and easy access – but non-CIS neighbouring countries are also popular and long-haul destinations like Thailand are gaining in strength.

Europe faces increased competition from long-haul destinations, particularly South-East Asia and North Africa.

Moscow accounts for two thirds of all package tours which, in turn, generate around 25% of total trips abroad (Rosstat, 2013).

Some 75% of leisure trips are booked within two weeks of departure. (Rosstat, 2013)

The longest established tour operator, the number one in Russia is Intourist, but more foreign groups are entering the market – either through acquisitions, or partnerships with local operators.

Most flights to other parts of Europe are from Moscow or St. Petersburg but an increasing number of regional airports are now linked directly to European airports.

The number of national tourism organizations (NTOs) with offices in Russia, or some kind of market representation, is growing rapidly, and an increasing number of hotels and hotel groups are also establishing a marketing presence.

However, the cost of establishing and maintaining an on-the-ground presence in the country is high – particularly from the point of view of social charges and taxes on behalf of employees – and there are also considerable language and cultural barriers.

Local exhibitions and workshops are seen as the best way of marketing and promoting to the Russian travel trade, but it is difficult to decide which events are the most effective as there are so many of them, and costs are high. Advertising is also expensive but appears to bring good returns.

European NTO budgets for Russia are generally fairly modest.

### **Travel Trade Interviews**

Interviews with the travel trade produced some rather misleading results at times as local tour operators and travel agents disregarded destinations for which they personally receive little demand, or which they do not consider important.

An example is the United Kingdom that is rarely part of a European tour programme, probably due to the fact that most travelling to the destination is done on an individual basis and thus not using the travel trade services, and Turkey is seen as being a destination outside Europe (Goskomstat, 2012).

According to the travel trade interviewees, Europe is generally quite popular among Russian tourists due to the cultural heritage.

The most popular European countries sold through travel agents are: France, the Czech Republic, Turkey (though many do not see it as a European destination), Greece, Spain and Italy (Goskomstat, 2012)

The Nordic countries, especially Finland and Sweden, are the most popular among tourists from St. Petersburg, mainly due to the opportunity they offer for shopping and leisure.

Socio-political relations with Russia determine the growth in popularity of some European countries, e.g. the Baltic States.

Competitive destinations in other regions include: South-East Asia (Vietnam, Cambodia, Thailand, China and Japan), North Africa (Tunisia), the Middle East (Egypt and the United Arab Emirates), countries in or bordering the Indian Ocean (Maldives, Seychelles, India and Mauritius), South America (Brazil) and the Caribbean. (Goskomstat, 2012)

The main sources of travel information on European countries are printed materials, such as catalogues, booklets and leaflets, outdoor advertising (banners, billboards), and radio and television. The internet was not mentioned by the travel trade.

Popular tour programmes are those including special-interest tours, e.g. to flea markets, auctions, wine and cheese tours, tours of film sets, etc.

However, the greatest demand is for beach holidays. These are popular among all segments of the population, but especially among young people and families with children. There are two types of destinations for beach holidays – the upmarket ones and the budget destinations. The former include Italy, Spain, France, Cyprus and Greece, while so-called ‘budget’ destinations include Turkey, Bulgaria, Montenegro and Croatia.

The second most popular type of leisure trip is for mountain skiing – of interest mainly to young people and middle-aged tourists (35-50 years old). Ski resorts can also be divided according to price level. The higher-priced segment is represented by Switzerland, France, Germany, Andorra and

Italy. The budget segment comprises Bulgaria and Finland. Austria is an exception, because it offers resorts at various price levels with slopes to suit all levels of competence.

Coach touring holidays are mainly popular among families with children and senior citizens.

Health/wellness holidays in Europe are expensive and not yet well developed for the Russian market.

Since the natural geographic attractions of other European countries are similar to those in Russia, nature itself is seldom the main purpose of a trip to Europe. But the fjords of Norway and geysers of Iceland are exceptions.

The meetings industry and, more importantly, corporate-sponsored leisure travel, are not very well developed yet but Europe is seen to offer good potential in this segment (Goskomstat, 2012)

### **2.3 Tourist offer**

According to data of touristic companies in Russia such as : Sunrise-tour Russia, Tez-tour Russia, the most popular non-European destinations already visited by the consumers interviewed are: Egypt, Turkey (spontaneously regarded as a non-European country), Thailand and the United States of America. The appeal of Egypt as a holiday destination has increased among residents of both St. Petersburg and Moscow. Visits to the United States of America are more popular among Muscovites.

The most-visited European countries (according to the interviewees) are: Finland, Italy, Germany and France. Visiting Finland is more typical for people living in St. Petersburg, whereas Muscovites are more likely to travel to Italy.

The main reasons for a trip to Europe are: holidays, business trips and training/education.

In line with the responses from the travel trade, Russian consumers said they liked beach holidays most, followed by touring, and an ideal trip would include both.

The most important factors in choice of destination are a change of scenery (to break one's daily routine), a positive atmosphere and impressions, quality accommodation, an opportunity to learn new things and enjoy a feeling of freedom.

Europe's attractions are its high level of development, its rich culture and interesting history. It is also seen as a safe/secure destination where people respect the law, and which offers lots of opportunities for sightseeing with high-quality services. Roads and highways are also considered to be top rate.

Negative associations with Europe raised by interviewees were high prices and the difficulty in obtaining visas.

The destinations most frequently cited as being of interest were: Paris (the Eiffel Tower namely), Venice and Amsterdam.

Russians who have not yet visited Europe have quite an idealized image of Europe as a tourism destination, based on stereotypes found in fiction and the mass media. In contrast, the opinions of those who have already travelled to Europe are very much connected with the specific places they visited and the advantages and disadvantages experienced in these particular places. Consequently their ideas about Europe are much more personal.

The most attractive European countries for Russian consumers are: Italy, Germany, Greece, the Czech Republic and the United Kingdom. Regardless of the appeal of the country itself, cities such as Paris, London, Amsterdam, Venice, Rome and Prague possess their own tourism potential/appeal.

Those who have already travelled in Europe are interested to “explore” the continent further by planning and organizing their trips independently. This allows them to choose more unusual destinations – places to which Russian tourists do not usually go.

The preferred seasons for a trip to Europe are autumn and spring. These are the best for excursions because the weather is not too hot or too cold.

There are three types of Russian travellers to Europe, based on their individual spending per trip: budget travellers (up to Rb 30,000), mid-market travellers (Rb 31,000-Rb 85,000), and upmarket travellers (Rb 100,000 or more). (Rosstat, 2013)

Negative comments about tours in Europe included the following: travelling around is often boring and tiring, and too many sights are visited in one trip, resulting in muddled impressions.

Tours seem more attractive to those who have not yet been to Europe as they offer the opportunity of getting to see a wide range of places and deciding which ones to visit later in more depth.

Those who have already been to Europe prefer the kind of tours built around an area or a theme, i.e. regions or historical places that have some connection with each other. Travelling itself should not take up too much time – sufficient time should be allowed for each destination visited.

Russian consumers believe that the best way of promoting Europe as a tourism destination is to promote individual countries rather than Europe as a whole.

The internet provides the widest range of information on European destinations and is becoming increasingly popular as a source of information as it is so easy to access. But travellers also rely on advice and recommendations from friends.

Russian consumers are very interested in practical information about taking a holiday in individual European cities (the hours during which shops are open, for example, or the prices of certain goods,

opportunities for excursions, etc.) – i.e. the kind of information that is not usually available in travel agencies according to participants.

Europe has huge potential as a tourism destination for Russians, although the level of trip taking will remain low for some time.

However, Russian tourists are becoming more discerning in planning their trips and more demanding in terms of quality and level of accommodation facilities and services.

Sun and beach holidays will continue to predominate, although touring is increasingly popular, as are special-interest trips. The meetings industry, including incentive travel will also grow.

Moscow will continue to generate a much higher number of trips than St. Petersburg and other Russian regions/cities.

For the foreseeable future, there will continue to be new first-timers in search of mass-market, low-priced travel options – mainly for sun and beach destinations – but the more travelled Russians will expect more on their repeat visits, or will be looking for something different, offering better quality.

Competition from other regions will be focused primarily on the sun and beach segment, and Europe clearly has much more to offer Russians, especially in terms of its history and culture which share so much with Russia's past.

There is a lot that destinations can do to improve their marketing and promotions in Russia, although this will depend to a large extent on the budgets available.

### **Leisure activities**

According to the results of the online survey ( [www.kayak.ru](http://www.kayak.ru), 2013 ) , chose a beach holiday - 35 % of Russians , reckless recreation (travel to countries where there are casinos ) - 22 % , golf tours - 20%, skiing and snowboarding - also 20%. The most popular " gambling " trend among Russian tourists have become Las Vegas and Atlantic City (United States) , Monte Carlo (Monaco) , Venice (Italy) , Baden-Baden (Germany) , Lisbon (Portugal) .

Also for some of the Russians , in particular in the capital and major cities have become a popular variety of themed tours : culinary or beer , sports , floral , and other pilgrimage .

### **Spending**

In 2012, the Russians entered the top five of the world's most generous tourists, and as experts, the trend goes to the fact that Russian may soon enter the top three spending on vacation. In 2012, spending on overseas travel Russians increased by 31%. In the UK, the Russians left in average 1136 pounds, while other travelers only 500. In Spain, the average Russian spends 1400 euros,

although the average for the remaining 900. In Germany, only a day each on average Russian spends 411 euros and the other tourists only 196 euros. Particularly striking foreigners spending wealthy Russian travelers.

According to official data, in 2007 more than 9 million inhabitants of Russia visited foreign countries, mainly for tourism purposes.

Along with lots of rides, and many Russian travelers make overseas tours 2-3 times a year and more frequently, increasing demands and Russians to the service offered by them on vacation, and as a consequence, the amount spent on the road. Changed as geography and the contents stay Russians abroad became more individual tours, visits to the countries of Western Europe and exotic destinations, tours, combined with shopping, and so on. (citibank.ru 2013)

### **Shopping season**

Consumer activity of Russian tourists abroad are unevenly distributed throughout the year. January turned out the highest grossing month, that account for most spending - 60% higher than the average for the year. Most likely, this is due to the fact that a significant portion of transactions made on the cards abroad in late December (season of Christmas gifts and holidays), technically recognized in the accounts at the beginning of January. With an increasing number of Russian citizens spends New Year holidays away from home. Moreover, many of these travelers visit the winter sales in Western Europe.

Interestingly, the second largest expenditure of Russian tourists is May, and the third - in March, which again is connected with long holidays, which the Russians used for overseas travel and shopping.

Traditional holiday months July, August and September - do not stand out as much compared to other months, as would be expected. Explanation for this is the fact that the major tourist destinations in the summer months are the traditional seaside resorts, while in January, March and May more popular Western Europe.

December, February and June are characterized by the lowest level of spending, although the overall difference from the average level is not significant. (citibank.ru 2013)

### **Trends**

Experts note a number of new developments in Russian foreign tourism. First, a growing number of independent travelers: in 2012 alone the number of reserved tickets for the New Year holidays has increased by 70% compared with 2011.

Secondly, among wealthy travelers growing demand for customized tours. Experts call this segment of one of the most promising. Third, finally there is a tendency to the fact that the rest of Russians abroad will become more secure.

## **2.4 Chapter summary**

This chapter began by characterizing the tourist market in Russia and discusses their potential as sources of tourists .

Then we discussed the behavior of the Russian market, identified the main requirements in the choice of destination and trip planning. It was found that although Europe has a huge potential as a tourist destination, Portugal it is not yet part of the major preferences of Russians.

Russian tourists are becoming increasingly demanding in their travel planning , in terms of quality and level of facilities, accommodation and services .

It was found that the sun and the beach remains the most sought after product by the Russians , which is not surprising , given the long and rigorous winters of Russia .

Most tourists are attracted by a variety of factors , including cultural , natural and historical resources, climate and safety at the destination. The escape from routine and make new discoveries are the most important for Russian tourist's motivational factors .

## **PART II –RESEARCH METHOD**

### **3. METHODOLOGY**

#### **3.1 Introduction**

This chapter presents the analysis model built based on the survey of secondary and primary data, as well as the revision of reference literature on tourist motivation, destination image, travel behavior and socio-demographic variables in order to characterize Russian tourist visiting Portugal.

It also identifies and describes the methodology used for research.

This chapter discusses the analysis model of research, identifying and substantiating the main dimensions studied.

Next, we described the various stages of research, builds up the script for the qualitative study, and of course the questionnaire.

From the methodological point of view, we defined the universe of the study sample, as well as statistical techniques to use.

#### **3.2 Analysis model**

The central problem of this research is to characterize the Russian tourists who visit Portugal based on the following dimensions : Tourist Motivation, Image of Destination , Socio- demographic variables and Travel behavior .

The construction of the model establishes the way in which the characteristics of a Russian tourist can be built , and to what extent depend on or are directly related to the above dimensions .

More specifically, an attempt was based on the concept of induced - modified image included in the imaging model developed, which comprises the dominant elements of the country perceived as a tourist destination by the russian tourists .

This study , aim to answer the following specific research question :

- 1.What motivates russian tourist to visit Portugal?
- 2.What is the profile of the tourist visiting this country ?
3. What is the major opinion of Portugal touristic experience?

#### **3.3 Research Methodology**

This piece of work relates to methodological phase, which is to clarify the phenomenon under study is part of a work plan that will dictate the activities leading to the conduct of research .

The studied literature at last several years in the context of tourist motivation and behavior of tourists on international and domestic markets.

The reason for the investigation, the formulation of the objectives of the study, exploratory in nature. is to characterize the Russian tourist in Portugal, to identify the motives of Russian tourists,

to understand the image that Russian tourists have to this country after the visit, also to set the travel behavior of tourists and to identify possible correlations between socio-demographic characteristics and its tourist motivations are perceived image of the destination.

The questionnaire was constructed to minister among Russian tourists visiting Lisbon and we carried out a pilot study. We also identified the universe and the sample to be taken into consideration.

### **3.4. Questionnaire**

In this study, the target population consists of Russian tourists who visited Portugal. Once an exploratory study could not include all of this population (the number of tourists who visited this country), it was decided not to apply a statistical criteria. Thus, we choose a non-probability sample based on the available resources, including time, accessibility and representation of the target population.

This type of sample is called "convenience". It has the disadvantage of not being representative of the target audience, and makes impossible to extrapolate results.

We have obtained 41 answers. The questionnaire was distributed to tourists personally, considering the importance attributed to their experience .

The questionnaire was applied in Portugal in popular among tourists places like city-centre and museums , in year 2013 in two phases : Summer (June), Autumn (September) .

To construct the questionnaire we used the following sources: review of the literature, sources of secondary information, qualitative study, a pilot study, and the very knowledge of the Russian market.

The questionnaire consisted of closed questions, some of which are multiple choice .

Closed questions offer the advantage of being simple to use, allowing to easily code the responses and provide a quick analysis avoiding inadequate responses (Kozak *et. al.*, 2002; Choi e Lee ,2009; Andersen *et. al.*, 2000; Petrick , 2004; Shofield e Thompson ,2007).

The questionnaire consisting of 16 questions, translated into English and Russian, was articulated into four sections, namely tourism motivation, destination image, travel behavior and socio-demographic variables.

To measure the responses of respondents on travel motivations and attributes of the destination, the scale of the verbal type was used with a Likert scale of 5 points where 1 – very much, 2 – somewhat, 3 - neutral , 4 – not very and 5 – not at all .

## **PART III – RESULTS**

### **4. QUALITATIVE / QUANTITATIVE ANALYSIS OF RESULTS**

#### **4.1 Introduction**

This chapter aims to analyze the results of the qualitative study conducted through content analysis, to verify and discuss the results obtained in the investigation.

The results of this analysis have contributed to the construction of the final survey instrument.

In the first phase, the data resulting from the statistical analysis based on descriptive statistics are presented. It then presents an analysis of the relationships between variables in order to meet the research objectives.

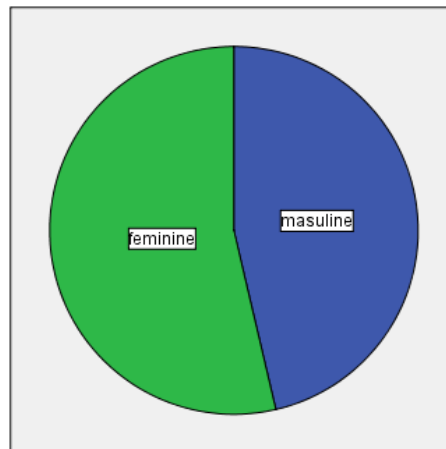
In this chapter , we present the results of the investigation within the quantitative study.

We used the statistical treatment of the data collected by SPSS - Statistical Program for Social Sciences.

We used descriptive statistical techniques for obtaining mean minimum values , maximum , percentages and frequencies were used crosstabs between variables, frequencies (moda and mediana), correlation analysis, etc.

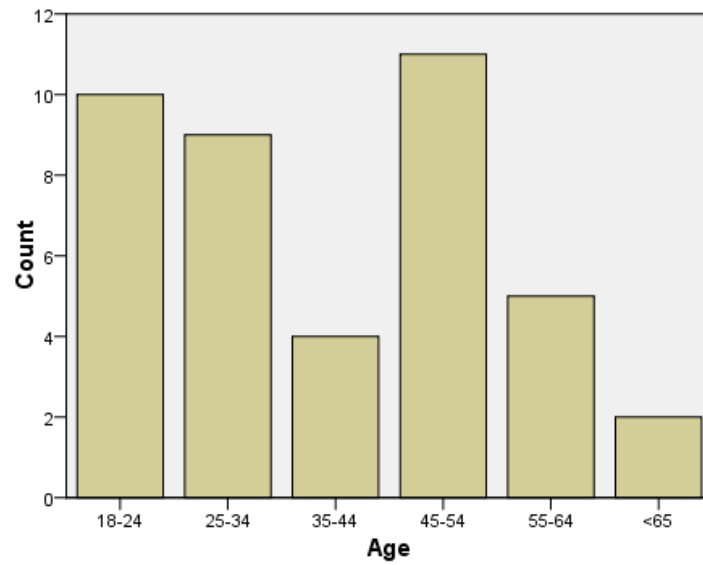
#### **4.2 Socio-demographic characteristics**

Based on the current data, the most frequent visitors of the country are women (53,7%).



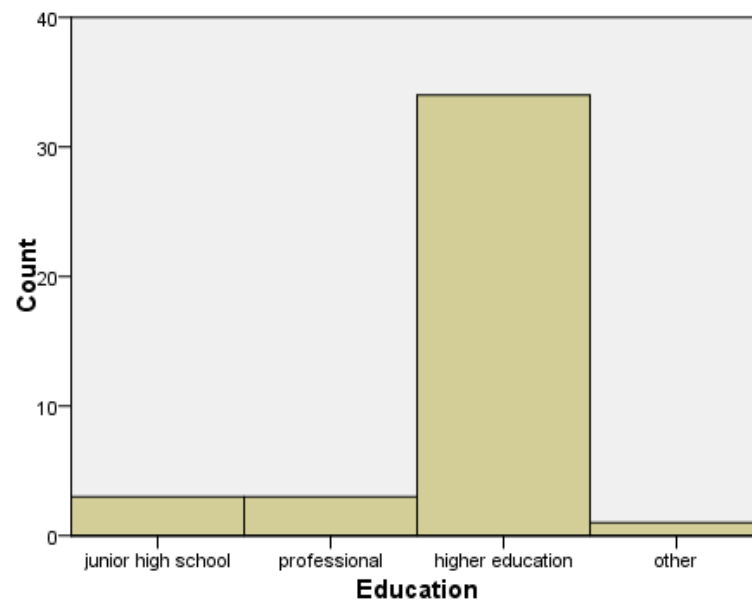
**Graph.1 : Gender**

The age of 45-54 accounted for the majority of visitors, (26,8%), followed by the age of 18-24 years (24,4%) .



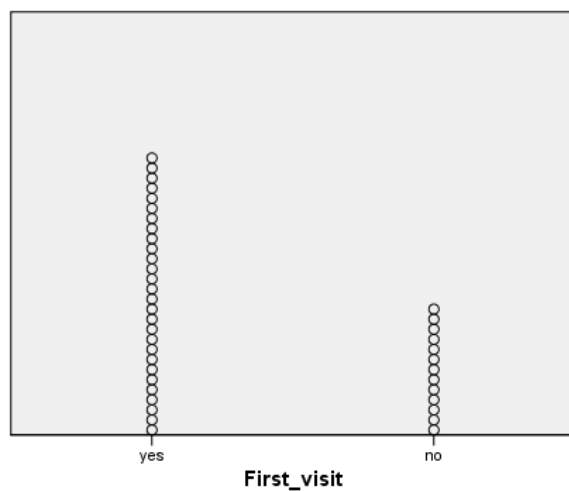
**Graph.2 : Age**

The major part of visitors have higher education (82,9%).



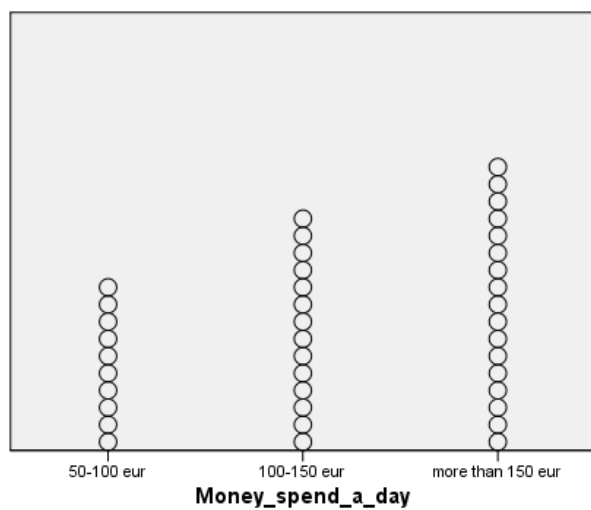
**Graph.3 : Education**

The major part of tourists have visited Portugal for the first time (68,3%), but as we can see a lot of tourists have already had an experience and have the desire to return again.



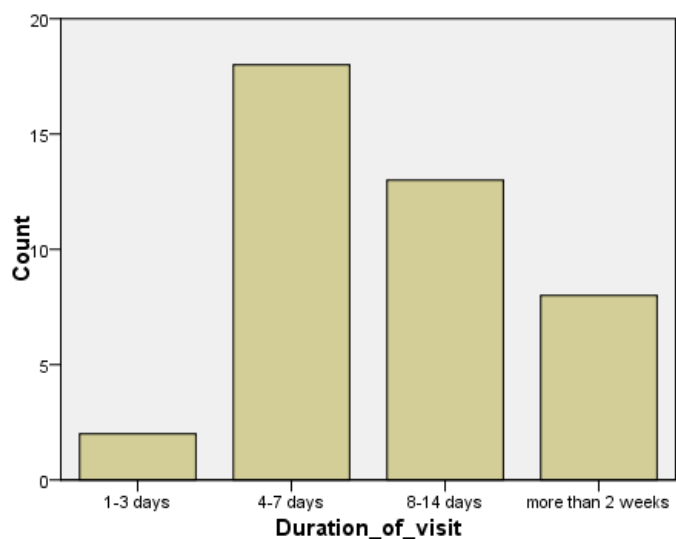
**Graph.4 : First Visit**

The tourists' spending reached more than 150 euros per day for (41,5%).



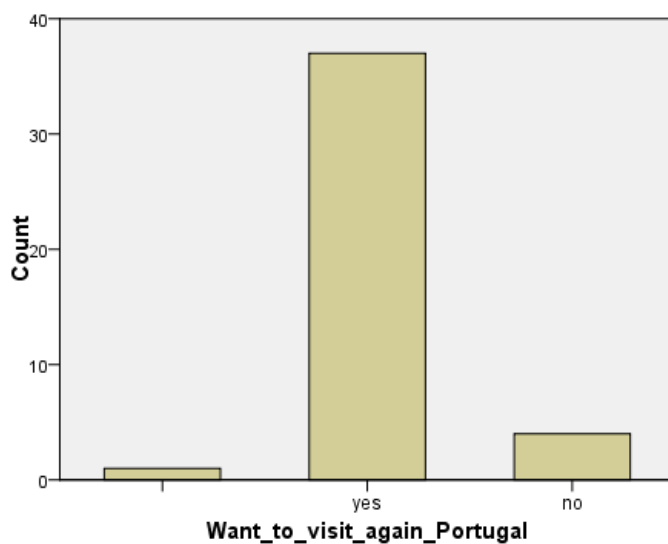
**Graph.5 : Money spend a day**

The length of staying of a visit was 4-7 days (43,9%), but it is also popular to spend 8-14 days (31,7%) .



**Graph.6 : Length of visit**

The majority of people confirmed that they will come back again (90,2%).



**Graph.7: Want to visit again Portugal**

### 4.3 Travel behavior

**Crosstabs / crosses** – in this part I made the crossing between the variables. I chose as explanatory or independent variables, gender, age, education and occupation and as variables to explain the dependent variable or "How do you like : Accommodation, Transport, Food, Leisure, Weather, Hospitality, Safety", using Likert scale .

Tables of the crosses always have absolute values (counts) and percentages (%), however, emphasis is placed on reading percentages and only the most important.

Example reading the table: 63.2% of subjects were that part male loved the accommodations more.

| Gender * How_you_like_Accomodation (cross tab) |          |          |                           |          |         |        |
|------------------------------------------------|----------|----------|---------------------------|----------|---------|--------|
|                                                |          |          | How_you_like_Accomodation |          |         | Total  |
|                                                |          |          | very much                 | somewhat | neutral |        |
| Gender                                         | masuline | Count    | 12                        | 7        | 0       | 19     |
|                                                |          | % Gender | 63,2%                     | 36,8%    | 0,0%    | 100,0% |
|                                                |          | % Total  | 29,3%                     | 17,1%    | 0,0%    | 46,3%  |
|                                                | feminine | Count    | 13                        | 8        | 1       | 22     |
|                                                |          | % Gender | 59,1%                     | 36,4%    | 4,5%    | 100,0% |
|                                                |          | % Total  | 31,7%                     | 19,5%    | 2,4%    | 53,7%  |
| Total                                          | Count    | 25       | 15                        | 1        | 41      |        |
|                                                | % Gender | 61,0%    | 36,6%                     | 2,4%     | 100,0%  |        |
|                                                | % Total  | 61,0%    | 36,6%                     | 2,4%     | 100,0%  |        |

Table 1:Gender \* How\_you\_like\_Accommodation

Both and Men (63,2%) and Women (59,1%) found the accomodation «very much» according the Liket scale.

| Gender * How_you_like_Transport (cross tab) |          |          |                        |          |         |        |
|---------------------------------------------|----------|----------|------------------------|----------|---------|--------|
|                                             |          |          | How_you_like_Transport |          |         | Total  |
|                                             |          |          | very much              | somewhat | neutral |        |
| Gender                                      | masuline | Count    | 10                     | 7        | 2       | 19     |
|                                             |          | % Gender | 52,6%                  | 36,8%    | 10,5%   | 100,0% |
|                                             |          | % Total  | 24,4%                  | 17,1%    | 4,9%    | 46,3%  |
|                                             | feminine | Count    | 14                     | 7        | 1       | 22     |
|                                             |          | % Gender | 63,6%                  | 31,8%    | 4,5%    | 100,0% |
|                                             |          | % Total  | 34,1%                  | 17,1%    | 2,4%    | 53,7%  |
| Total                                       |          | Count    | 24                     | 14       | 3       | 41     |

|          |       |       |      |        |
|----------|-------|-------|------|--------|
| % Gender | 58,5% | 34,1% | 7,3% | 100,0% |
| % Total  | 58,5% | 34,1% | 7,3% | 100,0% |

Table 2: Gender \* How\_you\_like\_Transport

Both and Men (52,6%) and Women (63,6%) found the transport «very much» according the Liket scale.

Gender \* How\_you\_like\_Food (cross tab)

|        |          |             | How_you_like_Food |          |         | Total  |
|--------|----------|-------------|-------------------|----------|---------|--------|
|        |          |             | very much         | somewhat | neutral |        |
| Gender | masuline | Count       | 13                | 5        | 1       | 19     |
|        |          | % em Gender | 68,4%             | 26,3%    | 5,3%    | 100,0% |
|        |          | % do Total  | 31,7%             | 12,2%    | 2,4%    | 46,3%  |
|        | feminine | Count       | 20                | 2        | 0       | 22     |
|        |          | % Gender    | 90,9%             | 9,1%     | 0,0%    | 100,0% |
|        |          | % Total     | 48,8%             | 4,9%     | 0,0%    | 53,7%  |
| Total  | Count    | 33          | 7                 | 1        | 41      |        |
|        | % Gender | 80,5%       | 17,1%             | 2,4%     | 100,0%  |        |
|        | % Total  | 80,5%       | 17,1%             | 2,4%     | 100,0%  |        |

Table 3: Gender \* How\_you\_like\_Food

Both and Men (68,4%) and Women (90,9%) found the food «very much» according the Liket scale.

Gender \* How\_you\_like\_Leisure (cross tab)

|        |          |          | How_you_like_Leisure |          |         | Total  |
|--------|----------|----------|----------------------|----------|---------|--------|
|        |          |          | very much            | somewhat | neutral |        |
| Gender | masuline | Count    | 12                   | 4        | 3       | 19     |
|        |          | % Gender | 63,2%                | 21,1%    | 15,8%   | 100,0% |
|        |          | % Total  | 29,3%                | 9,8%     | 7,3%    | 46,3%  |
|        | feminine | Count    | 13                   | 9        | 0       | 22     |
|        |          | % Gender | 59,1%                | 40,9%    | 0,0%    | 100,0% |
|        |          | % Total  | 31,7%                | 22,0%    | 0,0%    | 53,7%  |
| Total  | Count    | 25       | 13                   | 3        | 41      |        |
|        | % Gender | 61,0%    | 31,7%                | 7,3%     | 100,0%  |        |
|        | % Total  | 61,0%    | 31,7%                | 7,3%     | 100,0%  |        |

Table 4: Gender \* How\_you\_like\_Leisure

Both and Men (63,2%) and Women (59,1%) found the leisure «very much» according the Liket scale.

**Gender \* How\_you\_like\_Weather (cross tab)**

|        |          |          | How_you_like_Weather |          | Total  |
|--------|----------|----------|----------------------|----------|--------|
|        |          |          | very much            | somewhat |        |
| Gender | masuline | Count    | 13                   | 6        | 19     |
|        |          | % Gender | 68,4%                | 31,6%    | 100,0% |
|        |          | % Total  | 31,7%                | 14,6%    | 46,3%  |
|        | feminine | Count    | 19                   | 3        | 22     |
|        |          | % Gender | 86,4%                | 13,6%    | 100,0% |
|        |          | % Total  | 46,3%                | 7,3%     | 53,7%  |
| Total  | Count    | 32       | 9                    | 41       |        |
|        | % Gender | 78,0%    | 22,0%                | 100,0%   |        |
|        | % Total  | 78,0%    | 22,0%                | 100,0%   |        |

**Table 5: Gender \* How\_you\_like\_Weather**

Both and Men (68,4%) and Women (86,4%) found the weather «very much» according the Liket scale.

**Gender \* How\_you\_like\_Hospitality (cross tab)**

|        |          |          | How_you_like_Hospitality |          |         | Total  |
|--------|----------|----------|--------------------------|----------|---------|--------|
|        |          |          | very much                | somewhat | neutral |        |
| Gender | masuline | Count    | 13                       | 5        | 1       | 19     |
|        |          | % Gender | 68,4%                    | 26,3%    | 5,3%    | 100,0% |
|        |          | % Total  | 31,7%                    | 12,2%    | 2,4%    | 46,3%  |
|        | feminine | Count    | 17                       | 5        | 0       | 22     |
|        |          | % Gender | 77,3%                    | 22,7%    | 0,0%    | 100,0% |
|        |          | % Total  | 41,5%                    | 12,2%    | 0,0%    | 53,7%  |
| Total  | Count    | 30       | 10                       | 1        | 41      |        |
|        | % Gender | 73,2%    | 24,4%                    | 2,4%     | 100,0%  |        |
|        | % Total  | 73,2%    | 24,4%                    | 2,4%     | 100,0%  |        |

**Table 6: Gender \* How\_you\_like\_Hospitality**

Both and Men (68,4%) and Women (77,3%) found the hospitality «very much» according the Liket scale.

**Gender \* How\_you\_like\_Safety (cross tab)**

|        |          |          | How_you_like_Safety |          |         | Total  |
|--------|----------|----------|---------------------|----------|---------|--------|
|        |          |          | very much           | somewhat | neutral |        |
| Gender | masuline | Count    | 12                  | 6        | 1       | 19     |
|        |          | % Gender | 63,2%               | 31,6%    | 5,3%    | 100,0% |
|        |          | % Total  | 29,3%               | 14,6%    | 2,4%    | 46,3%  |

|          |          |       |       |      |        |
|----------|----------|-------|-------|------|--------|
| feminine | Contagem | 17    | 5     | 0    | 22     |
|          | % Gender | 77,3% | 22,7% | 0,0% | 100,0% |
|          | % Total  | 41,5% | 12,2% | 0,0% | 53,7%  |
| Total    | Count    | 29    | 11    | 1    | 41     |
|          | % Gender | 70,7% | 26,8% | 2,4% | 100,0% |
|          | % Total  | 70,7% | 26,8% | 2,4% | 100,0% |

Table 7: Gender \* How\_you\_like\_Safety

Both and Men (63,2%) and Women (77,3%) found the safety «very much» according the Liket scale.

| Age * How_you_like_Accommodation (cross tab) |       |         |                            |          |         |        |
|----------------------------------------------|-------|---------|----------------------------|----------|---------|--------|
|                                              |       |         | How_you_like_Accommodation |          |         | Total  |
|                                              |       |         | very much                  | somewhat | neutral |        |
| Age                                          | 18-24 | Count   | 6                          | 4        | 0       | 10     |
|                                              |       | % Age   | 60,0%                      | 40,0%    | 0,0%    | 100,0% |
|                                              |       | % Total | 14,6%                      | 9,8%     | 0,0%    | 24,4%  |
|                                              | 25-34 | Count   | 5                          | 4        | 0       | 9      |
|                                              |       | % Age   | 55,6%                      | 44,4%    | 0,0%    | 100,0% |
|                                              |       | % Total | 12,2%                      | 9,8%     | 0,0%    | 22,0%  |
|                                              | 35-44 | Count   | 4                          | 0        | 0       | 4      |
|                                              |       | % Age   | 100,0%                     | 0,0%     | 0,0%    | 100,0% |
|                                              |       | % Total | 9,8%                       | 0,0%     | 0,0%    | 9,8%   |
|                                              | 45-54 | Count   | 8                          | 3        | 0       | 11     |
|                                              |       | % Age   | 72,7%                      | 27,3%    | 0,0%    | 100,0% |
|                                              |       | % Total | 19,5%                      | 7,3%     | 0,0%    | 26,8%  |
|                                              | 55-64 | Count   | 2                          | 3        | 0       | 5      |
|                                              |       | % Age   | 40,0%                      | 60,0%    | 0,0%    | 100,0% |
|                                              |       | % Total | 4,9%                       | 7,3%     | 0,0%    | 12,2%  |
|                                              | <65   | Count   | 0                          | 1        | 1       | 2      |
|                                              |       | % Age   | 0,0%                       | 50,0%    | 50,0%   | 100,0% |
|                                              |       | % Total | 0,0%                       | 2,4%     | 2,4%    | 4,9%   |
|                                              | Total | Count   | 25                         | 15       | 1       | 41     |
|                                              |       | % Age   | 61,0%                      | 36,6%    | 2,4%    | 100,0% |
|                                              |       | % Total | 61,0%                      | 36,6%    | 2,4%    | 100,0% |

Table 8: Age \* How\_you\_like\_Accommodation

More satisfied with the accomodation were tourists of 35-44 age category (100,0%), and

of age 45-54 (72,7%).

| Age * How_you_like_Transport (cross tab) |         |         |                        |          |         |        |
|------------------------------------------|---------|---------|------------------------|----------|---------|--------|
|                                          |         |         | How_you_like_Transport |          |         | Total  |
|                                          |         |         | very much              | somewhat | neutral |        |
| Age                                      | 18-24   | Count   | 6                      | 4        | 0       | 10     |
|                                          |         | % Age   | 60,0%                  | 40,0%    | 0,0%    | 100,0% |
|                                          |         | % Total | 14,6%                  | 9,8%     | 0,0%    | 24,4%  |
|                                          | 25-34   | Count   | 5                      | 3        | 1       | 9      |
|                                          |         | % Age   | 55,6%                  | 33,3%    | 11,1%   | 100,0% |
|                                          |         | % Total | 12,2%                  | 7,3%     | 2,4%    | 22,0%  |
|                                          | 35-44   | Count   | 1                      | 3        | 0       | 4      |
|                                          |         | % Age   | 25,0%                  | 75,0%    | 0,0%    | 100,0% |
|                                          |         | % Total | 2,4%                   | 7,3%     | 0,0%    | 9,8%   |
|                                          | 45-54   | Count   | 9                      | 1        | 1       | 11     |
|                                          |         | % Age   | 81,8%                  | 9,1%     | 9,1%    | 100,0% |
|                                          |         | % Total | 22,0%                  | 2,4%     | 2,4%    | 26,8%  |
|                                          | 55-64   | Count   | 3                      | 1        | 1       | 5      |
|                                          |         | % Age   | 60,0%                  | 20,0%    | 20,0%   | 100,0% |
|                                          |         | % Total | 7,3%                   | 2,4%     | 2,4%    | 12,2%  |
|                                          | <65     | Count   | 0                      | 2        | 0       | 2      |
|                                          |         | % Age   | 0,0%                   | 100,0%   | 0,0%    | 100,0% |
|                                          |         | % Total | 0,0%                   | 4,9%     | 0,0%    | 4,9%   |
| Total                                    | Count   | 24      | 14                     | 3        | 41      |        |
|                                          | % Age   | 58,5%   | 34,1%                  | 7,3%     | 100,0%  |        |
|                                          | % Total | 58,5%   | 34,1%                  | 7,3%     | 100,0%  |        |

Table 9: Age \* How\_you\_like\_Transport

More satisfied with the transport were tourists of 18-24 age category (60,0%), and of age 55-64 (60,0%).

| Age * How_you_like_Food (cross tab) |       |         |                   |          |         |        |
|-------------------------------------|-------|---------|-------------------|----------|---------|--------|
|                                     |       |         | How_you_like_Food |          |         | Total  |
|                                     |       |         | very much         | somewhat | neutral |        |
| Age                                 | 18-24 | Count   | 8                 | 2        | 0       | 10     |
|                                     |       | % Age   | 80,0%             | 20,0%    | 0,0%    | 100,0% |
|                                     |       | % Total | 19,5%             | 4,9%     | 0,0%    | 24,4%  |
|                                     | 25-34 | Count   | 6                 | 3        | 0       | 9      |
|                                     |       | % Age   | 60,0%             | 30,0%    | 0,0%    | 100,0% |

|       |         |        |       |      |        |
|-------|---------|--------|-------|------|--------|
|       | % Age   | 66,7%  | 33,3% | 0,0% | 100,0% |
|       | % Total | 14,6%  | 7,3%  | 0,0% | 22,0%  |
| 35-44 | Count   | 3      | 1     | 0    | 4      |
|       | % Age   | 75,0%  | 25,0% | 0,0% | 100,0% |
|       | % Total | 7,3%   | 2,4%  | 0,0% | 9,8%   |
| 45-54 | Count   | 10     | 0     | 1    | 11     |
|       | % Age   | 90,9%  | 0,0%  | 9,1% | 100,0% |
|       | % Total | 24,4%  | 0,0%  | 2,4% | 26,8%  |
| 55-64 | Count   | 4      | 1     | 0    | 5      |
|       | % Age   | 80,0%  | 20,0% | 0,0% | 100,0% |
|       | % Total | 9,8%   | 2,4%  | 0,0% | 12,2%  |
| <65   | Count   | 2      | 0     | 0    | 2      |
|       | % Age   | 100,0% | 0,0%  | 0,0% | 100,0% |
|       | % Total | 4,9%   | 0,0%  | 0,0% | 4,9%   |
| Total | Count   | 33     | 7     | 1    | 41     |
|       | % Age   | 80,5%  | 17,1% | 2,4% | 100,0% |
|       | % Total | 80,5%  | 17,1% | 2,4% | 100,0% |

Table 10: Age \* How\_you\_like\_Food

More satisfied with the food were tourists of 65+ age category (100%), and of age 45-54 (90,9%).

Age \* How\_you\_like\_Leisure (cross tab)

|     |       |         | How_you_like_Leisure |          |         | Total  |
|-----|-------|---------|----------------------|----------|---------|--------|
|     |       |         | very much            | somewhat | neutral |        |
| Age | 18-24 | Count   | 5                    | 5        | 0       | 10     |
|     |       | % Age   | 50,0%                | 50,0%    | 0,0%    | 100,0% |
|     |       | % Total | 12,2%                | 12,2%    | 0,0%    | 24,4%  |
|     | 25-34 | Count   | 1                    | 6        | 2       | 9      |
|     |       | % Age   | 11,1%                | 66,7%    | 22,2%   | 100,0% |
|     |       | % Total | 2,4%                 | 14,6%    | 4,9%    | 22,0%  |
|     | 35-44 | Count   | 3                    | 1        | 0       | 4      |
|     |       | % Age   | 75,0%                | 25,0%    | 0,0%    | 100,0% |
|     |       | % Total | 7,3%                 | 2,4%     | 0,0%    | 9,8%   |
|     | 45-54 | Count   | 10                   | 0        | 1       | 11     |
|     |       | % Age   | 90,9%                | 0,0%     | 9,1%    | 100,0% |
|     |       | % Total | 24,4%                | 0,0%     | 2,4%    | 26,8%  |
|     | 55-64 | Count   | 4                    | 1        | 0       | 5      |

|       |         |         |        |       |      |        |
|-------|---------|---------|--------|-------|------|--------|
|       |         | % Age   | 80,0%  | 20,0% | 0,0% | 100,0% |
|       |         | % Total | 9,8%   | 2,4%  | 0,0% | 12,2%  |
| <65   | Count   |         | 2      | 0     | 0    | 2      |
|       | % Age   |         | 100,0% | 0,0%  | 0,0% | 100,0% |
|       | % Total |         | 4,9%   | 0,0%  | 0,0% | 4,9%   |
| Total | Count   |         | 25     | 13    | 3    | 41     |
|       | % Age   |         | 61,0%  | 31,7% | 7,3% | 100,0% |
|       | % Total |         | 61,0%  | 31,7% | 7,3% | 100,0% |

Table 11: Age \* How\_you\_like\_Leisure

More satisfied with the leisure were tourists of 65+ age category (100%), and of age 45-54 (90,9%).

| Age * How_you_like_Weather (cross tab) |         |         |                      |          |        |
|----------------------------------------|---------|---------|----------------------|----------|--------|
|                                        |         |         | How_you_like_Weather |          | Total  |
|                                        |         |         | very much            | somewhat |        |
| Age                                    | 18-24   | Count   | 9                    | 1        | 10     |
|                                        |         | % Age   | 90,0%                | 10,0%    | 100,0% |
|                                        |         | % Total | 22,0%                | 2,4%     | 24,4%  |
|                                        | 25-34   | Count   | 5                    | 4        | 9      |
|                                        |         | % Age   | 55,6%                | 44,4%    | 100,0% |
|                                        |         | % Total | 12,2%                | 9,8%     | 22,0%  |
|                                        | 35-44   | Count   | 3                    | 1        | 4      |
|                                        |         | % Age   | 75,0%                | 25,0%    | 100,0% |
|                                        |         | % Total | 7,3%                 | 2,4%     | 9,8%   |
|                                        | 45-54   | Count   | 9                    | 2        | 11     |
|                                        |         | % Age   | 81,8%                | 18,2%    | 100,0% |
|                                        |         | % Total | 22,0%                | 4,9%     | 26,8%  |
|                                        | 55-64   | Count   | 4                    | 1        | 5      |
|                                        |         | % Age   | 80,0%                | 20,0%    | 100,0% |
|                                        |         | % Total | 9,8%                 | 2,4%     | 12,2%  |
|                                        | <65     | Count   | 2                    | 0        | 2      |
|                                        |         | % Age   | 100,0%               | 0,0%     | 100,0% |
|                                        |         | % Total | 4,9%                 | 0,0%     | 4,9%   |
| Total                                  | Count   |         | 32                   | 9        | 41     |
|                                        | % Age   |         | 78,0%                | 22,0%    | 100,0% |
|                                        | % Total |         | 78,0%                | 22,0%    | 100,0% |

Table 12: Age \* How\_you\_like\_Weather

More satisfied with the weather were tourists of 65+ age category (100%), and of age 18-24 (90,0%).

| Age * How_you_like_Hospitality (cross tab) |         |         |                          |          |         |        |
|--------------------------------------------|---------|---------|--------------------------|----------|---------|--------|
|                                            |         |         | How_you_like_Hospitality |          |         | Total  |
|                                            |         |         | very much                | somewhat | neutral |        |
| Age                                        | 18-24   | Count   | 8                        | 2        | 0       | 10     |
|                                            |         | % Age   | 80,0%                    | 20,0%    | 0,0%    | 100,0% |
|                                            |         | % Total | 19,5%                    | 4,9%     | 0,0%    | 24,4%  |
|                                            | 25-34   | Count   | 4                        | 4        | 1       | 9      |
|                                            |         | % Age   | 44,4%                    | 44,4%    | 11,1%   | 100,0% |
|                                            |         | % Total | 9,8%                     | 9,8%     | 2,4%    | 22,0%  |
|                                            | 35-44   | Count   | 3                        | 1        | 0       | 4      |
|                                            |         | % Age   | 75,0%                    | 25,0%    | 0,0%    | 100,0% |
|                                            |         | % Total | 7,3%                     | 2,4%     | 0,0%    | 9,8%   |
|                                            | 45-54   | Count   | 9                        | 2        | 0       | 11     |
|                                            |         | % Age   | 81,8%                    | 18,2%    | 0,0%    | 100,0% |
|                                            |         | % Total | 22,0%                    | 4,9%     | 0,0%    | 26,8%  |
|                                            | 55-64   | Count   | 4                        | 1        | 0       | 5      |
|                                            |         | % Age   | 80,0%                    | 20,0%    | 0,0%    | 100,0% |
|                                            |         | % Total | 9,8%                     | 2,4%     | 0,0%    | 12,2%  |
|                                            | <65     | Count   | 2                        | 0        | 0       | 2      |
|                                            |         | % Age   | 100,0%                   | 0,0%     | 0,0%    | 100,0% |
|                                            |         | % Total | 4,9%                     | 0,0%     | 0,0%    | 4,9%   |
| Total                                      | Count   |         | 30                       | 10       | 1       | 41     |
|                                            | % Age   |         | 73,2%                    | 24,4%    | 2,4%    | 100,0% |
|                                            | % Total |         | 73,2%                    | 24,4%    | 2,4%    | 100,0% |

Table 13: Age \* How\_you\_like\_Hospitality

More satisfied with the hospitality were tourists of 65+ age category (100%), and of age 45-54 (81,8%).

| Age * How_you_like_Safety (cross tab) |       |       |                     |          |         |       |
|---------------------------------------|-------|-------|---------------------|----------|---------|-------|
|                                       |       |       | How_you_like_Safety |          |         | Total |
|                                       |       |       | very much           | somewhat | neutral |       |
| Age                                   | 18-24 | Count | 8                   | 2        | 0       | 10    |

|       |         |        |       |      |        |
|-------|---------|--------|-------|------|--------|
|       | % Age   | 80,0%  | 20,0% | 0,0% | 100,0% |
|       | % Total | 19,5%  | 4,9%  | 0,0% | 24,4%  |
| 25-34 | Count   | 4      | 5     | 0    | 9      |
|       | % Age   | 44,4%  | 55,6% | 0,0% | 100,0% |
|       | % Total | 9,8%   | 12,2% | 0,0% | 22,0%  |
| 35-44 | Count   | 2      | 2     | 0    | 4      |
|       | % Age   | 50,0%  | 50,0% | 0,0% | 100,0% |
|       | % Total | 4,9%   | 4,9%  | 0,0% | 9,8%   |
| 45-54 | Count   | 9      | 1     | 1    | 11     |
|       | % Age   | 81,8%  | 9,1%  | 9,1% | 100,0% |
|       | % Total | 22,0%  | 2,4%  | 2,4% | 26,8%  |
| 55-64 | Count   | 4      | 1     | 0    | 5      |
|       | % Age   | 80,0%  | 20,0% | 0,0% | 100,0% |
|       | % Total | 9,8%   | 2,4%  | 0,0% | 12,2%  |
| <65   | Count   | 2      | 0     | 0    | 2      |
|       | % Age   | 100,0% | 0,0%  | 0,0% | 100,0% |
|       | % Total | 4,9%   | 0,0%  | 0,0% | 4,9%   |
| Total | Count   | 29     | 11    | 1    | 41     |
|       | % Age   | 70,7%  | 26,8% | 2,4% | 100,0% |
|       | % Total | 70,7%  | 26,8% | 2,4% | 100,0% |

Table 14: Age \* How\_you\_like\_Safety

More satisfied with the safety were tourists of 65+ age category with (100%) , and of age 45-54 (81,8%).

Education \* How\_you\_like\_Accommodation (cross tab)

|           |                    |             | How_you_like_Accommodation |          |         | Total  |
|-----------|--------------------|-------------|----------------------------|----------|---------|--------|
|           |                    |             | very much                  | somewhat | neutral |        |
| Education | junior high school | Count       | 2                          | 1        | 0       | 3      |
|           |                    | % Education | 66,7%                      | 33,3%    | 0,0%    | 100,0% |
|           |                    | % Total     | 4,9%                       | 2,4%     | 0,0%    | 7,3%   |
|           | professional       | Count       | 1                          | 2        | 0       | 3      |
|           |                    | % Education | 33,3%                      | 66,7%    | 0,0%    | 100,0% |
|           |                    | % Total     | 2,4%                       | 4,9%     | 0,0%    | 7,3%   |
|           | higher education   | Count       | 21                         | 12       | 1       | 34     |
|           |                    | % Education | 61,8%                      | 35,3%    | 2,9%    | 100,0% |
|           |                    | % Total     | 51,2%                      | 29,3%    | 2,4%    | 82,9%  |

|       |             |        |       |      |        |
|-------|-------------|--------|-------|------|--------|
| other | Count       | 1      | 0     | 0    | 1      |
|       | % Education | 100,0% | 0,0%  | 0,0% | 100,0% |
|       | % Total     | 2,4%   | 0,0%  | 0,0% | 2,4%   |
| Total | Count       | 25     | 15    | 1    | 41     |
|       | % Education | 61,0%  | 36,6% | 2,4% | 100,0% |
|       | % Total     | 61,0%  | 36,6% | 2,4% | 100,0% |

Table 15: Education \* How\_you\_like\_Accommodation

More satisfied with the accomodation were people with higher education (51,2%).

| Education * How_you_like_Transport (cross tab) |                    |             |                        |          |         |        |
|------------------------------------------------|--------------------|-------------|------------------------|----------|---------|--------|
|                                                |                    |             | How_you_like_Transport |          |         | Total  |
|                                                |                    |             | very much              | somewhat | neutral |        |
| Education                                      | junior high school | Count       | 2                      | 1        | 0       | 3      |
|                                                |                    | % Education | 66,7%                  | 33,3%    | 0,0%    | 100,0% |
|                                                |                    | % Total     | 4,9%                   | 2,4%     | 0,0%    | 7,3%   |
|                                                | professional       | Count       | 2                      | 0        | 1       | 3      |
|                                                |                    | % Education | 66,7%                  | 0,0%     | 33,3%   | 100,0% |
|                                                |                    | % Total     | 4,9%                   | 0,0%     | 2,4%    | 7,3%   |
|                                                | higher education   | Count       | 19                     | 13       | 2       | 34     |
|                                                |                    | % Education | 55,9%                  | 38,2%    | 5,9%    | 100,0% |
|                                                |                    | % Total     | 46,3%                  | 31,7%    | 4,9%    | 82,9%  |
|                                                | other              | Count       | 1                      | 0        | 0       | 1      |
|                                                |                    | % Education | 100,0%                 | 0,0%     | 0,0%    | 100,0% |
|                                                |                    | % Total     | 2,4%                   | 0,0%     | 0,0%    | 2,4%   |
| Total                                          | Count              |             | 24                     | 14       | 3       | 41     |
|                                                | % Education        |             | 58,5%                  | 34,1%    | 7,3%    | 100,0% |
|                                                | % Total            |             | 58,5%                  | 34,1%    | 7,3%    | 100,0% |

Table 16: Education \* How\_you\_like\_Transport

More satisfied with the transport were people with higher education (46,3%).

| Education * How_you_like_Food (cross tab) |                    |             |                   |          |         |        |
|-------------------------------------------|--------------------|-------------|-------------------|----------|---------|--------|
|                                           |                    |             | How_you_like_Food |          |         | Total  |
|                                           |                    |             | very much         | somewhat | neutral |        |
| Education                                 | junior high school | Count       | 1                 | 2        | 0       | 3      |
|                                           |                    | % Education | 33,3%             | 66,7%    | 0,0%    | 100,0% |
|                                           |                    | % Total     | 2,4%              | 4,9%     | 0,0%    | 7,3%   |

|       |                  |             |       |        |      |        |
|-------|------------------|-------------|-------|--------|------|--------|
|       | professional     | Count       | 2     | 1      | 0    | 3      |
|       |                  | % Education | 66,7% | 33,3%  | 0,0% | 100,0% |
|       |                  | % Total     | 4,9%  | 2,4%   | 0,0% | 7,3%   |
|       | higher education | Count       | 30    | 3      | 1    | 34     |
|       |                  | % Education | 88,2% | 8,8%   | 2,9% | 100,0% |
|       |                  | % Total     | 73,2% | 7,3%   | 2,4% | 82,9%  |
|       | other            | Count       | 0     | 1      | 0    | 1      |
|       |                  | % Education | 0,0%  | 100,0% | 0,0% | 100,0% |
|       |                  | % Total     | 0,0%  | 2,4%   | 0,0% | 2,4%   |
| Total |                  | Count       | 33    | 7      | 1    | 41     |
|       |                  | % Education | 80,5% | 17,1%  | 2,4% | 100,0% |
|       |                  | % Total     | 80,5% | 17,1%  | 2,4% | 100,0% |

Table 17: Education \* How\_you\_like\_Food

More satisfied with the food were people with higher education (73,2%).

| Education * How_you_like_Leisure (cross tab) |                    |             |                      |          |         |        |
|----------------------------------------------|--------------------|-------------|----------------------|----------|---------|--------|
|                                              |                    |             | How_you_like_Leisure |          |         | Total  |
|                                              |                    |             | very much            | somewhat | neutral |        |
| Education                                    | junior high school | Count       | 1                    | 2        | 0       | 3      |
|                                              |                    | % Education | 33,3%                | 66,7%    | 0,0%    | 100,0% |
|                                              |                    | % Total     | 2,4%                 | 4,9%     | 0,0%    | 7,3%   |
|                                              | professional       | Count       | 2                    | 0        | 1       | 3      |
|                                              |                    | % Education | 66,7%                | 0,0%     | 33,3%   | 100,0% |
|                                              |                    | % Total     | 4,9%                 | 0,0%     | 2,4%    | 7,3%   |
|                                              | higher education   | Count       | 22                   | 10       | 2       | 34     |
|                                              |                    | % Education | 64,7%                | 29,4%    | 5,9%    | 100,0% |
|                                              |                    | % Total     | 53,7%                | 24,4%    | 4,9%    | 82,9%  |
|                                              | other              | Count       | 0                    | 1        | 0       | 1      |
|                                              |                    | % Education | 0,0%                 | 100,0%   | 0,0%    | 100,0% |
|                                              |                    | % Total     | 0,0%                 | 2,4%     | 0,0%    | 2,4%   |
| Total                                        |                    | Count       | 25                   | 13       | 3       | 41     |
|                                              |                    | % Education | 61,0%                | 31,7%    | 7,3%    | 100,0% |
|                                              |                    | % Total     | 61,0%                | 31,7%    | 7,3%    | 100,0% |

Table 18: Education \* How\_you\_like\_Leisure

More satisfied with the leisure were people with higher education (53,7%).

**Education \* How\_you\_like\_Weather (cross tab)**

|           |                    |             | How_you_like_Weather |          | Total  |
|-----------|--------------------|-------------|----------------------|----------|--------|
|           |                    |             | very much            | somewhat |        |
| Education | junior high school | Count       | 2                    | 1        | 3      |
|           |                    | % Education | 66,7%                | 33,3%    | 100,0% |
|           |                    | % Total     | 4,9%                 | 2,4%     | 7,3%   |
|           | professional       | Count       | 2                    | 1        | 3      |
|           |                    | % Education | 66,7%                | 33,3%    | 100,0% |
|           |                    | % Total     | 4,9%                 | 2,4%     | 7,3%   |
|           | higher education   | Count       | 27                   | 7        | 34     |
|           |                    | % Education | 79,4%                | 20,6%    | 100,0% |
|           |                    | % Total     | 65,9%                | 17,1%    | 82,9%  |
|           | other              | Count       | 1                    | 0        | 1      |
|           |                    | % Education | 100,0%               | 0,0%     | 100,0% |
|           |                    | % Total     | 2,4%                 | 0,0%     | 2,4%   |
| Total     | Count              | 32          | 9                    | 41       |        |
|           | % Education        | 78,0%       | 22,0%                | 100,0%   |        |
|           | % Total            | 78,0%       | 22,0%                | 100,0%   |        |

Table 19: Education \* How\_you\_like\_Weather

More satisfied with the leisure were people with higher education (65,9%).

**Education \* How\_you\_like\_Hospitality (cross tab)**

|           |                    |             | How_you_like_Hospitality |          |         | Total  |
|-----------|--------------------|-------------|--------------------------|----------|---------|--------|
|           |                    |             | very much                | somewhat | neutral |        |
| Education | junior high school | Count       | 2                        | 1        | 0       | 3      |
|           |                    | % Education | 66,7%                    | 33,3%    | 0,0%    | 100,0% |
|           |                    | %o Total    | 4,9%                     | 2,4%     | 0,0%    | 7,3%   |
|           | professional       | Count       | 1                        | 1        | 1       | 3      |
|           |                    | % Education | 33,3%                    | 33,3%    | 33,3%   | 100,0% |
|           |                    | % Total     | 2,4%                     | 2,4%     | 2,4%    | 7,3%   |
|           | higher education   | Count       | 26                       | 8        | 0       | 34     |
|           |                    | % Education | 76,5%                    | 23,5%    | 0,0%    | 100,0% |
|           |                    | %o Total    | 63,4%                    | 19,5%    | 0,0%    | 82,9%  |
|           | other              | Count       | 1                        | 0        | 0       | 1      |
|           |                    | % Education | 100,0%                   | 0,0%     | 0,0%    | 100,0% |
|           |                    | % Total     | 2,4%                     | 0,0%     | 0,0%    | 2,4%   |
| Total     |                    | Count       | 30                       | 10       | 1       | 41     |

|             |       |       |      |        |
|-------------|-------|-------|------|--------|
| % Education | 73,2% | 24,4% | 2,4% | 100,0% |
| % Total     | 73,2% | 24,4% | 2,4% | 100,0% |

Table 20: Education \* How\_you\_like\_Hospitality

More satisfied with the hospitality were people with higher education (63,4%).

Education \* How\_you\_like\_Safety (cross tab)

|           |                    |             | How_you_like_Safety |          |         | Total  |
|-----------|--------------------|-------------|---------------------|----------|---------|--------|
|           |                    |             | very much           | somewhat | neutral |        |
| Education | junior high school | Count       | 2                   | 1        | 0       | 3      |
|           |                    | % Education | 66,7%               | 33,3%    | 0,0%    | 100,0% |
|           |                    | % Total     | 4,9%                | 2,4%     | 0,0%    | 7,3%   |
|           | professional       | Count       | 2                   | 1        | 0       | 3      |
|           |                    | % Education | 66,7%               | 33,3%    | 0,0%    | 100,0% |
|           |                    | % Total     | 4,9%                | 2,4%     | 0,0%    | 7,3%   |
|           | higher education   | Count       | 24                  | 9        | 1       | 34     |
|           |                    | % Education | 70,6%               | 26,5%    | 2,9%    | 100,0% |
|           |                    | % Total     | 58,5%               | 22,0%    | 2,4%    | 82,9%  |
|           | other              | Count       | 1                   | 0        | 0       | 1      |
|           |                    | % Education | 100,0%              | 0,0%     | 0,0%    | 100,0% |
|           |                    | % Total     | 2,4%                | 0,0%     | 0,0%    | 2,4%   |
| Total     | Count              |             | 29                  | 11       | 1       | 41     |
|           | % Education        |             | 70,7%               | 26,8%    | 2,4%    | 100,0% |
|           | % Total            |             | 70,7%               | 26,8%    | 2,4%    | 100,0% |

Table 21: Education \* How\_you\_like\_Safety

More satisfied with the safety were people with higher education (58,5%).

Occupation \* How\_you\_like\_Accommodation (cross tab)

|            |               |              | How_you_like_Accommodation |          |         | Total  |
|------------|---------------|--------------|----------------------------|----------|---------|--------|
|            |               |              | very much                  | somewhat | neutral |        |
| Occupation | employed      | Count        | 9                          | 8        | 0       | 17     |
|            |               | % Occupation | 52,9%                      | 47,1%    | 0,0%    | 100,0% |
|            |               | % Total      | 22,0%                      | 19,5%    | 0,0%    | 41,5%  |
|            | student       | Count        | 6                          | 2        | 0       | 8      |
|            |               | % Occupation | 75,0%                      | 25,0%    | 0,0%    | 100,0% |
|            |               | % Total      | 14,6%                      | 4,9%     | 0,0%    | 19,5%  |
|            | self-employed | Count        | 7                          | 0        | 0       | 7      |
|            |               | % Occupation | 100,0%                     | 0,0%     | 0,0%    | 100,0% |
|            |               | % Total      | 17,1%                      | 0,0%     | 0,0%    | 17,1%  |

|            |              |              |        |       |       |        |
|------------|--------------|--------------|--------|-------|-------|--------|
|            |              | % Occupation | 100,0% | 0,0%  | 0,0%  | 100,0% |
|            |              | % Total      | 17,1%  | 0,0%  | 0,0%  | 17,1%  |
| unemployed | Count        |              | 3      | 1     | 0     | 4      |
|            | % Occupation |              | 75,0%  | 25,0% | 0,0%  | 100,0% |
|            | % Total      |              | 7,3%   | 2,4%  | 0,0%  | 9,8%   |
| pensioner  | Count        |              | 0      | 4     | 1     | 5      |
|            | % Occupation |              | 0,0%   | 80,0% | 20,0% | 100,0% |
|            | % Total      |              | 0,0%   | 9,8%  | 2,4%  | 12,2%  |
| Total      | Count        |              | 25     | 15    | 1     | 41     |
|            | % Occupation |              | 61,0%  | 36,6% | 2,4%  | 100,0% |
|            | % Total      |              | 61,0%  | 36,6% | 2,4%  | 100,0% |

Table 22: Occupation \* How\_you\_like\_Accommodation

More satisfied with the accomodation were employed people (22,0%).

Occupation \* How\_you\_like\_Transport (cross tab)

|            |               |              | How_you_like_Transport |          |         | Total  |
|------------|---------------|--------------|------------------------|----------|---------|--------|
|            |               |              | very much              | somewhat | neutral |        |
| Occupation | employed      | Count        | 10                     | 6        | 1       | 17     |
|            |               | % Occupation | 58,8%                  | 35,3%    | 5,9%    | 100,0% |
|            |               | % Total      | 24,4%                  | 14,6%    | 2,4%    | 41,5%  |
|            | student       | Count        | 5                      | 3        | 0       | 8      |
|            |               | % Occupation | 62,5%                  | 37,5%    | 0,0%    | 100,0% |
|            |               | % Total      | 12,2%                  | 7,3%     | 0,0%    | 19,5%  |
|            | self-employed | Count        | 4                      | 2        | 1       | 7      |
|            |               | % Occupation | 57,1%                  | 28,6%    | 14,3%   | 100,0% |
|            |               | % Total      | 9,8%                   | 4,9%     | 2,4%    | 17,1%  |
|            | unemployed    | Count        | 4                      | 0        | 0       | 4      |
|            |               | % Occupation | 100,0%                 | 0,0%     | 0,0%    | 100,0% |
|            |               | % Total      | 9,8%                   | 0,0%     | 0,0%    | 9,8%   |
|            | pensioner     | Count        | 1                      | 3        | 1       | 5      |
|            |               | % Occupation | 20,0%                  | 60,0%    | 20,0%   | 100,0% |
|            |               | % Total      | 2,4%                   | 7,3%     | 2,4%    | 12,2%  |
| Total      | Count         |              | 24                     | 14       | 3       | 41     |
|            | % Occupation  |              | 58,5%                  | 34,1%    | 7,3%    | 100,0% |
|            | % Total       |              | 58,5%                  | 34,1%    | 7,3%    | 100,0% |

Table 23: Occupation \* How\_you\_like\_Transport

More satisfied with the transport were employed people (24,4%).

| Occupation * How_you_like_Food (cross tab) |               |              |                   |          |         |        |
|--------------------------------------------|---------------|--------------|-------------------|----------|---------|--------|
|                                            |               |              | How_you_like_Food |          |         | Total  |
|                                            |               |              | very much         | somewhat | neutral |        |
| Occupation                                 | employed      | Count        | 15                | 2        | 0       | 17     |
|                                            |               | % Occupation | 88,2%             | 11,8%    | 0,0%    | 100,0% |
|                                            |               | % Total      | 36,6%             | 4,9%     | 0,0%    | 41,5%  |
|                                            | student       | Count        | 5                 | 3        | 0       | 8      |
|                                            |               | % Occupation | 62,5%             | 37,5%    | 0,0%    | 100,0% |
|                                            |               | % Total      | 12,2%             | 7,3%     | 0,0%    | 19,5%  |
|                                            | self-employed | Count        | 5                 | 1        | 1       | 7      |
|                                            |               | % Occupation | 71,4%             | 14,3%    | 14,3%   | 100,0% |
|                                            |               | % Total      | 12,2%             | 2,4%     | 2,4%    | 17,1%  |
|                                            | unemployed    | Count        | 4                 | 0        | 0       | 4      |
|                                            |               | % Occupation | 100,0%            | 0,0%     | 0,0%    | 100,0% |
|                                            |               | % Total      | 9,8%              | 0,0%     | 0,0%    | 9,8%   |
|                                            | pensioner     | Count        | 4                 | 1        | 0       | 5      |
|                                            |               | % Occupation | 80,0%             | 20,0%    | 0,0%    | 100,0% |
|                                            |               | % Total      | 9,8%              | 2,4%     | 0,0%    | 12,2%  |
| Total                                      | Count         |              | 33                | 7        | 1       | 41     |
|                                            | % Occupation  |              | 80,5%             | 17,1%    | 2,4%    | 100,0% |
|                                            | % Total       |              | 80,5%             | 17,1%    | 2,4%    | 100,0% |

Table 24: Occupation \* How\_you\_like\_Food

More satisfied with the food were employed people (36,6%).

| Occupation * How_you_like_Leisure (cross tab) |               |              |                      |          |         |        |
|-----------------------------------------------|---------------|--------------|----------------------|----------|---------|--------|
|                                               |               |              | How_you_like_Leisure |          |         | Total  |
|                                               |               |              | very much            | somewhat | neutral |        |
| Occupation                                    | employed      | Count        | 8                    | 7        | 2       | 17     |
|                                               |               | % Occupation | 47,1%                | 41,2%    | 11,8%   | 100,0% |
|                                               |               | % Total      | 19,5%                | 17,1%    | 4,9%    | 41,5%  |
|                                               | student       | Count        | 3                    | 5        | 0       | 8      |
|                                               |               | % Occupation | 37,5%                | 62,5%    | 0,0%    | 100,0% |
|                                               |               | % Total      | 7,3%                 | 12,2%    | 0,0%    | 19,5%  |
|                                               | self-employed | Count        | 6                    | 0        | 1       | 7      |
|                                               |               | % Occupation |                      |          |         |        |
|                                               |               | % Total      |                      |          |         |        |

|            |              |              |        |       |       |        |
|------------|--------------|--------------|--------|-------|-------|--------|
|            |              | % Occupation | 85,7%  | 0,0%  | 14,3% | 100,0% |
|            |              | % Total      | 14,6%  | 0,0%  | 2,4%  | 17,1%  |
| unemployed | Count        |              | 4      | 0     | 0     | 4      |
|            | % Occupation |              | 100,0% | 0,0%  | 0,0%  | 100,0% |
|            | % Total      |              | 9,8%   | 0,0%  | 0,0%  | 9,8%   |
| pensioner  | Count        |              | 4      | 1     | 0     | 5      |
|            | % Occupation |              | 80,0%  | 20,0% | 0,0%  | 100,0% |
|            | % Total      |              | 9,8%   | 2,4%  | 0,0%  | 12,2%  |
| Total      | Count        |              | 25     | 13    | 3     | 41     |
|            | % Occupation |              | 61,0%  | 31,7% | 7,3%  | 100,0% |
|            | % Total      |              | 61,0%  | 31,7% | 7,3%  | 100,0% |

Table 25: Occupation \* How\_you\_like\_Leisure

More satisfied with the leisure were employed people (19,5%).

| Occupation * How_you_like_Weather (cross tab) |               |              |                      |          |        |
|-----------------------------------------------|---------------|--------------|----------------------|----------|--------|
|                                               |               |              | How_you_like_Weather |          | Total  |
|                                               |               |              | very much            | somewhat |        |
| Occupation                                    | employed      | Count        | 12                   | 5        | 17     |
|                                               |               | % Occupation | 70,6%                | 29,4%    | 100,0% |
|                                               |               | % Total      | 29,3%                | 12,2%    | 41,5%  |
|                                               | student       | Count        | 7                    | 1        | 8      |
|                                               |               | % Occupation | 87,5%                | 12,5%    | 100,0% |
|                                               |               | % Total      | 17,1%                | 2,4%     | 19,5%  |
|                                               | self-employed | Count        | 4                    | 3        | 7      |
|                                               |               | % Occupation | 57,1%                | 42,9%    | 100,0% |
|                                               |               | % Total      | 9,8%                 | 7,3%     | 17,1%  |
|                                               | unemployed    | Count        | 4                    | 0        | 4      |
|                                               |               | % Occupation | 100,0%               | 0,0%     | 100,0% |
|                                               |               | % Total      | 9,8%                 | 0,0%     | 9,8%   |
|                                               | pensioner     | Count        | 5                    | 0        | 5      |
|                                               |               | % Occupation | 100,0%               | 0,0%     | 100,0% |
|                                               |               | % Total      | 12,2%                | 0,0%     | 12,2%  |
| Total                                         | Count         |              | 32                   | 9        | 41     |
|                                               | % Occupation  |              | 78,0%                | 22,0%    | 100,0% |
|                                               | % Total       |              | 78,0%                | 22,0%    | 100,0% |

Table 26: Occupation \* How\_you\_like\_Weather

More satisfied with the weather were employed people (29,3%).

**Occupation \* How\_you\_like\_Hospitality (cross tab)**

|            |               |              | How_you_like_Hospitality |          |         | Total  |
|------------|---------------|--------------|--------------------------|----------|---------|--------|
|            |               |              | very much                | somewhat | neutral |        |
| Occupation | employed      | Count        | 12                       | 4        | 1       | 17     |
|            |               | % Occupation | 70,6%                    | 23,5%    | 5,9%    | 100,0% |
|            |               | % Total      | 29,3%                    | 9,8%     | 2,4%    | 41,5%  |
|            | student       | Count        | 6                        | 2        | 0       | 8      |
|            |               | % Occupation | 75,0%                    | 25,0%    | 0,0%    | 100,0% |
|            |               | % Total      | 14,6%                    | 4,9%     | 0,0%    | 19,5%  |
|            | self-employed | Count        | 5                        | 2        | 0       | 7      |
|            |               | % Occupation | 71,4%                    | 28,6%    | 0,0%    | 100,0% |
|            |               | % Total      | 12,2%                    | 4,9%     | 0,0%    | 17,1%  |
|            | unemployed    | Count        | 3                        | 1        | 0       | 4      |
|            |               | % Occupation | 75,0%                    | 25,0%    | 0,0%    | 100,0% |
|            |               | % Total      | 7,3%                     | 2,4%     | 0,0%    | 9,8%   |
|            | pensioner     | Count        | 4                        | 1        | 0       | 5      |
|            |               | % Occupation | 80,0%                    | 20,0%    | 0,0%    | 100,0% |
|            |               | % Total      | 9,8%                     | 2,4%     | 0,0%    | 12,2%  |
| Total      | Count         |              | 30                       | 10       | 1       | 41     |
|            | % Occupation  |              | 73,2%                    | 24,4%    | 2,4%    | 100,0% |
|            | % Total       |              | 73,2%                    | 24,4%    | 2,4%    | 100,0% |

Table 27: Occupation \* How\_you\_like\_Hospitality

More satisfied with the hospitality were employed people (29,3%).

**Occupation \* How\_you\_like\_Safety (cross tab)**

|            |               |              | How_you_like_Safety |          |         | Total  |
|------------|---------------|--------------|---------------------|----------|---------|--------|
|            |               |              | very much           | somewhat | neutral |        |
| Occupation | employed      | Count        | 8                   | 9        | 0       | 17     |
|            |               | % Occupation | 47,1%               | 52,9%    | 0,0%    | 100,0% |
|            |               | % Total      | 19,5%               | 22,0%    | 0,0%    | 41,5%  |
|            | student       | Count        | 7                   | 1        | 0       | 8      |
|            |               | % Occupation | 87,5%               | 12,5%    | 0,0%    | 100,0% |
|            |               | % Total      | 17,1%               | 2,4%     | 0,0%    | 19,5%  |
|            | self-employed | Count        | 5                   | 1        | 1       | 7      |
|            |               | % Occupation | 71,4%               | 14,3%    | 14,3%   | 100,0% |

|            |              |         |        |       |      |        |
|------------|--------------|---------|--------|-------|------|--------|
|            |              | % Total | 12,2%  | 2,4%  | 2,4% | 17,1%  |
| unemployed | Count        |         | 4      | 0     | 0    | 4      |
|            | % Occupation |         | 100,0% | 0,0%  | 0,0% | 100,0% |
|            | % Total      |         | 9,8%   | 0,0%  | 0,0% | 9,8%   |
| pensioner  | Count        |         | 5      | 0     | 0    | 5      |
|            | % Occupation |         | 100,0% | 0,0%  | 0,0% | 100,0% |
|            | % Total      |         | 12,2%  | 0,0%  | 0,0% | 12,2%  |
| Total      | Count        |         | 29     | 11    | 1    | 41     |
|            | % Occupation |         | 70,7%  | 26,8% | 2,4% | 100,0% |
|            | % Total      |         | 70,7%  | 26,8% | 2,4% | 100,0% |

Table 28: Occupation \* How\_you\_like\_Safety

More satisfied with the safety were employed people (19,5%).

#### 4.4 Touristic Motivations, frequencies (mode and median).

Here are 4 graphs, 1 for gender, and 3 for bar charts: 1 for age, 1 for education and 1 for occupation.

|        |          | N  | %      |
|--------|----------|----|--------|
| Gender | masuline | 19 | 46,3%  |
|        | feminine | 22 | 53,7%  |
|        | Total    | 41 | 100,0% |

Table 29: Gender

Besides commenting percentages. Here have to say that the value of Mode is 2 and therefore the most represented gender is female.

|     |       | N  | %      |
|-----|-------|----|--------|
| Age | 18-24 | 10 | 24,4%  |
|     | 25-34 | 9  | 22,0%  |
|     | 35-44 | 4  | 9,8%   |
|     | 45-54 | 11 | 26,8%  |
|     | 55-64 | 5  | 12,2%  |
|     | <65   | 2  | 4,9%   |
|     | Total | 41 | 100,0% |

Table 30: Age

Age

| N     |         | Median | Mode |
|-------|---------|--------|------|
| Valid | Missing |        |      |
| 41    | 0       | 3,00   | 4    |

Table 31: Age ( Median, Mode)

The mode value is 4, which means that the most represented age group is from 45-54 years.

The median class is the 3rd, which means that 50% of respondents have until 35 to 44 years.

|           |                    | N  | %      |
|-----------|--------------------|----|--------|
| Education | junior high school | 3  | 7,3%   |
|           | professional       | 3  | 7,3%   |
|           | higher education   | 34 | 82,9%  |
|           | other              | 1  | 2,4%   |
|           | Total              | 41 | 100,0% |

Table 32: Education

To comment beyond the percentages, I have to say that mode is 3 which means that the majority of respondents have higher education.

|            |               | N  | %      |
|------------|---------------|----|--------|
| Occupation | employed      | 17 | 41,5%  |
|            | student       | 8  | 19,5%  |
|            | self-employed | 7  | 17,1%  |
|            | unemployed    | 4  | 9,8%   |
|            | pensioner     | 5  | 12,2%  |
|            | other         | 0  | 0,0%   |
|            | Total         | 41 | 100,0% |

Table 33: Occupation

The that mode is 3 which means that the majority of respondents are employed.

|         |            | N | %     |
|---------|------------|---|-------|
| Sources | internet   | 8 | 19,5% |
|         | mass media | 9 | 22,0% |

|                  |    |        |
|------------------|----|--------|
| touristic agency | 4  | 9,8%   |
| friends of yours | 20 | 48,8%  |
| Total            | 41 | 100,0% |

Table 34: Sources

The mode is 3 which means that the majority of respondents used as a source friends of theirs.

|                   | N  | %     |
|-------------------|----|-------|
| Buy_trip internet | 23 | 56,1% |
| touristic agency  | 18 | 43,9% |
| other             | 0  | 0,0%  |

Table 35: Buy trip

The mode is 3 which means that the majority of respondents bought their trip in internet.

|                 | N  | %      |
|-----------------|----|--------|
| First_visit yes | 28 | 68,3%  |
| no              | 13 | 31,7%  |
| Total           | 41 | 100,0% |

Table 36: First visit

The mode is 3 which means that the majority of respondents confirmed that it was their first visit to Portugal.

|                            | N  | %      |
|----------------------------|----|--------|
| Duration_of_visit 1-3 days | 2  | 4,9%   |
| 4-7 days                   | 18 | 43,9%  |
| 8-14 days                  | 13 | 31,7%  |
| more than 2 weeks          | 8  | 19,5%  |
| Total                      | 41 | 100,0% |

Table 37: Length of visit

The mode is 3 which means that the majority of respondents spent 4-7 days.

|                                   | N  | %     |
|-----------------------------------|----|-------|
| Preferable_season_to_visit winter | 8  | 19,5% |
| autumn                            | 4  | 9,8%  |
| spring                            | 11 | 26,8% |
| summer                            | 18 | 43,9% |

|       |    |        |
|-------|----|--------|
| Total | 41 | 100,0% |
|-------|----|--------|

Table 38: Preferable season to visit

The mode is 3 which means that the majority of respondents prefer to visit Portugal in summer.

|                      | N  | %      |
|----------------------|----|--------|
| Tourist_resort hotel | 26 | 63,4%  |
| apartments           | 5  | 12,2%  |
| inn                  | 4  | 9,8%   |
| relatives            | 4  | 9,8%   |
| friends              | 2  | 4,9%   |
| Total                | 41 | 100,0% |

Table 39: Tourist resort

The mode is 3 which means that the majority of respondents used a hotel as a tourist resort.

|                              | N  | %      |
|------------------------------|----|--------|
| Money_spent_a_day 50-100 eur | 10 | 24,4%  |
| 100-150 eur                  | 14 | 34,1%  |
| more than 150 eur            | 17 | 41,5%  |
| Total                        | 41 | 100,0% |

Table 40: Money spent a day

The mode is 3 which means that the majority of respondents spent more than 150 eur for a day.

|                            | N  | %      |
|----------------------------|----|--------|
| Visit_Cities Lisbon region | 38 | 92,7%  |
| Porto                      | 3  | 7,3%   |
| Faro                       | 0  | 0,0%   |
| Madeira                    | 0  | 0,0%   |
| Acores                     | 0  | 0,0%   |
| Other                      | 0  | 0,0%   |
| Total                      | 41 | 100,0% |

Table 41: Visit Cities

The mode is 3 which means that the majority of respondents visited Lisbon region.

|                 | N | %     |
|-----------------|---|-------|
| Visit_Porto yes | 7 | 17,1% |

|                    |       |    |        |
|--------------------|-------|----|--------|
| Visit_Faro         | no    | 34 | 82,9%  |
|                    | Total | 41 | 100,0% |
|                    | yes   | 4  | 9,8%   |
| Visit_Madeira      | no    | 37 | 90,2%  |
|                    | Total | 41 | 100,0% |
|                    | yes   | 12 | 29,3%  |
| Visit_Acores       | no    | 29 | 70,7%  |
|                    | Total | 41 | 100,0% |
|                    | yes   | 4  | 9,8%   |
| Visit_other_cities | no    | 37 | 90,2%  |
|                    | Total | 41 | 100,0% |
|                    | yes   | 7  | 17,1%  |
|                    | no    | 34 | 82,9%  |
|                    | Total | 41 | 100,0% |
|                    |       |    |        |

Table 42: Visit

The mode is 3 which means that the majority of respondents visited island Madeira.

|                |       | N  | %      |
|----------------|-------|----|--------|
| Use_rent_a_car | yes   | 13 | 31,7%  |
|                | no    | 28 | 68,3%  |
|                | Total | 41 | 100,0% |
| Use_bus_tours  | yes   | 9  | 22,0%  |
|                | no    | 32 | 78,0%  |
|                | Total | 41 | 100,0% |
| Use_train      | yes   | 10 | 24,4%  |
|                | no    | 31 | 75,6%  |
|                | Total | 41 | 100,0% |
| Use_subway     | yes   | 21 | 51,2%  |
|                | no    | 20 | 48,8%  |
|                | Total | 41 | 100,0% |
| Use_taxi       | yes   | 18 | 43,9%  |
|                | no    | 23 | 56,1%  |
|                | Total | 41 | 100,0% |

Table 43: Use transport

The mode is 3 which means that the majority of respondents used subway as a transport during the trip.

|                          |       | N  | %      |
|--------------------------|-------|----|--------|
| Visit_museums            | yes   | 23 | 56,1%  |
|                          | no    | 18 | 43,9%  |
|                          | Total | 41 | 100,0% |
| Gastronomy_Wine          | yes   | 28 | 68,3%  |
|                          | no    | 13 | 31,7%  |
|                          | Total | 41 | 100,0% |
| Beaches_water_activities | yes   | 14 | 34,1%  |
|                          | no    | 27 | 65,9%  |
|                          | Total | 41 | 100,0% |
| Shopping                 | yes   | 27 | 65,9%  |
|                          | no    | 14 | 34,1%  |
|                          | Total | 41 | 100,0% |
| Cultural_events          | yes   | 22 | 53,7%  |
|                          | no    | 19 | 46,3%  |
|                          | Total | 41 | 100,0% |
| Night_clubs              | yes   | 10 | 24,4%  |
|                          | no    | 31 | 75,6%  |
|                          | Total | 41 | 100,0% |
| Other_activities         | yes   | 4  | 9,8%   |
|                          | no    | 37 | 90,2%  |
|                          | Total | 41 | 100,0% |

Table 44: Activities

More popular answer among activities were : approve gostronomy and wine, make shopping and visit museums.

|                            |           | N  | %      |
|----------------------------|-----------|----|--------|
| How_you_like_Accommodation | very much | 25 | 61,0%  |
|                            | somewhat  | 15 | 36,6%  |
|                            | neutral   | 1  | 2,4%   |
|                            | Total     | 41 | 100,0% |
| How_you_like_Transport     | very much | 24 | 58,5%  |
|                            | somewhat  | 14 | 34,1%  |
|                            | neutral   | 3  | 7,3%   |
|                            | Total     | 41 | 100,0% |
| How_you_like_Food          | very much | 33 | 80,5%  |
|                            | somewhat  | 7  | 17,1%  |
|                            | neutral   | 1  | 2,4%   |
|                            | Total     | 41 | 100,0% |

|                          |           |    |        |
|--------------------------|-----------|----|--------|
| How_you_like_Leisure     | very much | 25 | 61,0%  |
|                          | somewhat  | 13 | 31,7%  |
|                          | neutral   | 3  | 7,3%   |
|                          | Total     | 41 | 100,0% |
| How_you_like_Weather     | very much | 32 | 78,0%  |
|                          | somewhat  | 9  | 22,0%  |
|                          | Total     | 41 | 100,0% |
| How_you_like_Hospitality | very much | 30 | 73,2%  |
|                          | somewhat  | 10 | 24,4%  |
|                          | neutral   | 1  | 2,4%   |
|                          | Total     | 41 | 100,0% |
| How_you_like_Safety      | very much | 29 | 70,7%  |
|                          | somewhat  | 11 | 26,8%  |
|                          | neutral   | 1  | 2,4%   |
|                          | Total     | 41 | 100,0% |

Table 45: How you like

More popular answer among likes were : food, weather, hospitality.

|                                   |       | N  | %      |
|-----------------------------------|-------|----|--------|
| Want_to_visit_again_Portugal      | yes   | 37 | 90,2%  |
|                                   | no    | 4  | 9,8%   |
|                                   | Total | 41 | 100,0% |
| Dont_want_to_visit_again_Portugal | yes   | 4  | 9,8%   |
|                                   | no    | 37 | 90,2%  |
|                                   | Total | 41 | 100,0% |

Table 46: Visit again

The mode is 3 which means that the majority of respondents confirmed they want to visit Portugal again.

To determine the degree of association between variables characterization (age - age groups and education) and variables that assess Portugal as a tourist destination for Russia ( how do you like ... ) we carried out a correlation analysis. To this purpose, and because the used variables are all ordinal variables, we used the correlation coefficient of Spearman's Rho .

We have chosen to exclude the education variable because there is no statistically significant relationship between this variable and the others.

As can be seen by the table there is a statistically significant relationship between age and how do you like leisure ( $p = 0.01$ ) and it is a negative average correlation ( $r = -0.404$ ). I.e., the younger the respondents, the higher the satisfaction with leisure activities.

| Extreme Values             |        |   | Case Number | Value          |
|----------------------------|--------|---|-------------|----------------|
| How_you_like_Accommodation | Higher | 1 | 39          | 3              |
|                            |        | 2 | 6           | 2              |
|                            |        | 3 | 7           | 2              |
|                            |        | 4 | 12          | 2              |
|                            |        | 5 | 13          | 2 <sup>a</sup> |
|                            | Lowest | 1 | 37          | 1              |
|                            |        | 2 | 36          | 1              |
|                            |        | 3 | 35          | 1              |
|                            |        | 4 | 33          | 1              |
|                            |        | 5 | 32          | 1 <sup>b</sup> |
| How_you_like_Transport     | Higher | 1 | 12          | 3              |
|                            |        | 2 | 17          | 3              |
|                            |        | 3 | 34          | 3              |
|                            |        | 4 | 1           | 2              |
|                            |        | 5 | 2           | 2 <sup>a</sup> |
|                            | Lowest | 1 | 38          | 1              |
|                            |        | 2 | 37          | 1              |
|                            |        | 3 | 35          | 1              |
|                            |        | 4 | 33          | 1              |
|                            |        | 5 | 32          | 1 <sup>b</sup> |
| How_you_like_Food          | Higher | 1 | 17          | 3              |
|                            |        | 2 | 1           | 2              |
|                            |        | 3 | 4           | 2              |
|                            |        | 4 | 6           | 2              |
|                            |        | 5 | 12          | 2 <sup>a</sup> |
|                            | Lowest | 1 | 41          | 1              |
|                            |        | 2 | 40          | 1              |
|                            |        | 3 | 39          | 1              |
|                            |        | 4 | 38          | 1              |
|                            |        | 5 | 37          | 1 <sup>b</sup> |
| How_you_like_Leisure       | Higher | 1 | 12          | 3              |
|                            |        | 2 | 13          | 3              |

|                          |        |   |    |                |
|--------------------------|--------|---|----|----------------|
|                          |        | 3 | 17 | 3              |
|                          |        | 4 | 4  | 2              |
|                          |        | 5 | 5  | 2 <sup>a</sup> |
|                          | Lowest | 1 | 39 | 1              |
|                          |        | 2 | 38 | 1              |
|                          |        | 3 | 37 | 1              |
|                          |        | 4 | 35 | 1              |
|                          |        | 5 | 34 | 1 <sup>b</sup> |
| How_you_like_Weather     | Higher | 1 | 6  | 2              |
|                          |        | 2 | 8  | 2              |
|                          |        | 3 | 12 | 2              |
|                          |        | 4 | 13 | 2              |
|                          |        | 5 | 17 | 2 <sup>a</sup> |
|                          | Lowest | 1 | 41 | 1              |
|                          |        | 2 | 40 | 1              |
|                          |        | 3 | 39 | 1              |
|                          |        | 4 | 38 | 1              |
|                          |        | 5 | 37 | 1 <sup>b</sup> |
| How_you_like_Hospitality | Higher | 1 | 12 | 3              |
|                          |        | 2 | 2  | 2              |
|                          |        | 3 | 6  | 2              |
|                          |        | 4 | 13 | 2              |
|                          |        | 5 | 15 | 2 <sup>a</sup> |
|                          | Lowest | 1 | 40 | 1              |
|                          |        | 2 | 39 | 1              |
|                          |        | 3 | 38 | 1              |
|                          |        | 4 | 37 | 1              |
|                          |        | 5 | 35 | 1 <sup>b</sup> |
| How_you_like_Safety      | Higher | 1 | 17 | 3              |
|                          |        | 2 | 3  | 2              |
|                          |        | 3 | 6  | 2              |
|                          |        | 4 | 12 | 2              |
|                          |        | 5 | 13 | 2 <sup>a</sup> |
|                          | Lowest | 1 | 41 | 1              |
|                          |        | 2 | 39 | 1              |
|                          |        | 3 | 38 | 1              |
|                          |        | 4 | 37 | 1              |
|                          |        | 5 | 35 | 1 <sup>b</sup> |

Table 47: Extreme values: How you like

- a. Only a partial list of cases with the value 2 is displayed in the upper extremes table.
- b. Only a partial list of cases with a value of 1 is shown in the table below extremes.

Regarding the outliers, we can see that there are some cases markedly different from the rest, including the following variables: How do you like accomodation (one outlier), how do you like transport (three outliers), how do you like food (one outlier) , how do you like Leisure (three outliers), how do you like hospitality (one outlier) and how do you like safety (one outlier).

The only variable that shows no outliers is how variable the weather you like.

Therefore the majority of the variables, respondents positioned themselves between 1 (very much) and 2 (somewhat), which reinforces the idea that the Russians have a very favorable opinion about Portugal as a tourist destination.

## **PART IV – MAIN CONCLUSIONS**

### **5. Conclusions**

#### **5.1 Final research thoughts**

The purpose of this investigation was to characterize the Russian tourists who visit Portugal and evaluate Portugal's touristic potential in order to identify its advantages and opportunities.

In the beginning we focused on tourism motivation and travel behavior. It was possible to create sets of dimensions directly related to the study of profiles, namely, tourism motivation, destination image, travel behavior and socio - demographic variables . This approach allowed us to obtain better information and a solid understanding of these four dimensions in order to build the model to characterize the Russian tourists who visited Portugal in the year 2013.

The information was collected through a questionnaire applied to 41 russians citizens .

After developing the questionnaire, it was subjected to a pre-test for validation by the population it was intended .

As said before, we intended to answer the following questions:

What are the tourist motivations for Russian people for travel to Portugal?

What image does Russian tourists have of Portugal?

What is the travel behavior of Russian tourists visiting the Portugal?

What relationships exist between socio-demographic characteristics of Russian tourists visiting this country and the motivations and perceived tourist destination image?

Citing the results, the main tourist motivations for Russians tourists is avoid everyday routine, to visit a new place, or a place which he already like, to get acquainted with something new or enjoy it again: to visit Portugal with its rich history-coloured places, spent quality time usefully by enjoying weather, leisure time , good food , make some shopping. Depends on the season, for example in summer months is beach, holiday events, etc. As we can observe, the image of Portugal for the majority of tourists, who left country satisfied with the accommodation and hospitality, very pleasant. 90,2% of the respondents answered they wanted to visit Portugal again and 31,7% of responders confirmed that it wasn't their first visit.

We can say if to compare to the previous years, we see increase of the arrivals. It happening because of the positive impressions of the country and conditions.

Analyzing the remaining variables , we find that there is a statistically significant relationship between the following variables :

- How do you like accommodation / How do you like transport ( $r = 0.442$  ,  $p = 0.01$ ) . This is a positive average correlation . Therefore, the higher the respondents' satisfaction with the accommodation , the greater their satisfaction with the transport used .
- How do you like transport / How do you like food ( $r = 0.388$ ,  $p = 0.05$ ) . It is a low positive correlation . That is, there is an association between these two variables , but it is not so important . The same applies to the relationship between transport How do you like / How do you like safety ( $r = 0.367$  ,  $p = 0.05$ ) , which is also a low positive correlation .
- How do you like transport / How do you like leisure ( $r = 0.452$  ,  $p = 0.01$ ). This is a positive average correlation . Therefore , the greater the satisfaction of respondents with transport used , the higher their satisfaction with leisure activities .
- How do you like transport / How do you like hospitality ( $r = 0.463$ ,  $p = 0.01$ ). Is a positive average correlation . This means that as it grows the satisfaction of respondents with transport also grows its satisfaction with the hospitality .
- How do you like food / How do you like leisure ( $r = 0.522$  ,  $p = 0.01$ ) . Is also a positive average correlation . More specifically , the higher the taste of food , increased taste for leisure activities.
- How do you like food / How do you like weather ( $r = 0.347$  ,  $p = 0.05$ ) . It is a low positive correlation . That is, there is an association between these two variables , but it is not very expressive .
- How do you like Leisure / How do you like safety ( $r = 0.535$ ,  $p = 0.01$ ). Is a positive average correlation . Therefore , the higher the satisfaction of individuals with leisure activities , greater satisfaction with safety.
- How do you like Leisure / How do you like weather ( $r = 0.382$  ,  $p = 0.05$ ). It is a low positive correlation . That is, there is an association between these two variables , but it is not very considerable. The same goes for the association between leisure How do you like / How do you like hospitality (  $r = 0.390$  ,  $p = 0.05$ ), which is also a low positive correlation .
- How do you like weather / How do you like hospitality (  $r = 0.362$  ,  $p = 0.05$  ) , is also a low positive correlation . Logo is not very revealing .
- How do you like weather / How do you like safety ( $r = 0.579$  ,  $p = 0.01$ ) . This is a positive average correlation . Ie , the higher the satisfaction with the climate , the greater the satisfaction with safety.
- How do you like hospitality / How do you like safety ( $r = 0.479$  ,  $p = 0.01$ ) . Also a positive average correlation . So when greater taste for the hospitality , the greater the sense of security .

Majority of respondents have higher education 82,9%, of them 41,5% are employed , 48,8% have been advised to visit Portugal by friends, 56,1% bought trip via internet, 43,9% stayed for 4-7 days

and 31,7% decided to stay for 8-14 days, for 43,9% of the respondents the most preferable season for a trip to this country was summer, 63,4% stayed in the hotel , after Lisbon region with 92,7% also popular were Madeira 29,3% , Oporto 17,1% and Faro 9,8%, 51,2% of visitors used subway, 43,9% used taxi and also popular was rent-a-car 31,7%.

Gastronomy with 68,3%, shopping 65,9% , museums 56,1% and cultural events 53,7% aroused interest of Russian tourists.

This research reveals that, although relatively unexplored, and besides the specific characteristics of Russian market both in terms of travel behavior and visitor motivations, Portugal can be an attractive target. Thus, it becomes important to enhance the promotion of the destination in Russia, because knowledge about it is very scarce. Portugal is not that “far” from Russian tourist anymore and the interest for this country is growing . Russian tourist companies want to increase the flow of tourists, which increases the number of russian operators who want to work with portugues operators.

## **5.2 Suggestions for Future Studies**

According the idea of my work some aspects needed further detailed research, for example review and comparison of the data with the preferences to improve the touristic process, and what we found out helps us learn more about the situation.

It would be interesting to validate research results through other qualitative studies , such as the creation of questions open to tourists , to obtain suggestions about the destination.

In this context , it seems to make sense in order to appreciate the offer , apparently meet the needs not met, on specific issues related to the quality of stay , provided conditions and for example lack of tourist information in Russian or English language, particularly in tourism products and signage that helps that much in orientation.

It is considered appropriate, as a starting point for planning of tourism, taking into account the cultural dimension of the Russian public as religious, artistic and historical plans. This dimension that distinguishes between travel motivations and organization of leisure stays, which brings together public destinations in collective or individual and custom destinations .

It should encourage additional more targeted studies for the Russian tourist market , possibly favoring a strategic gamble that may or may not be , extended to other European areas , with public similar characteristics .

Important to leave the seat of future research further study of this issue , to cover a wider range of aspects affecting this dynamics, broadening the scope of research , once it became apparent that the study confined to this destination is limited .

It remains to add increasing personal perception , not only of the size of the importance that tourism has on the country's development component as well as the significant contribution that results from intercultural contacts to a culture of tolerance and citizenship.

Not to forget that each study must be made not only for science and statistics but primarily for the benefit of people, to get answers and make life easier.

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Questionnaire

ACADEMIC SURVEY - АКАДЕМИЧЕСКОЕ ИССЛЕДОВАНИЕ

This is survey prepared under the Master Academic Strategic Management of Tourism Enterprises Lusophone University of Humanities and Technology. The goal of study : “Portugal as a Russian Touristic destination : advantages and opportunities”.

Цель исследования “Португалия как русское туристическое направление : преимущества и возможности”.

I appreciate your understanding and cooperation.

Ценю Вашу помощь и сотрудничество.

Please mark “X” your answer/ Пожалуйста отметьте свой ответ так.

1. What is your Gender? / Ваш пол?

M/M \_\_\_\_\_ F/Ж \_\_\_\_\_

2. Your age / Ваш возраст

18 -24 \_\_\_\_\_ 25 -34 \_\_\_\_\_ 35 – 44 \_\_\_\_\_ 45 – 54 \_\_\_\_\_

55 – 64 \_\_\_\_\_ More than / Более 65 \_\_\_\_\_

3. What is your academic degree? / Ваше образование

Junior high school/ Среднее \_\_\_\_\_

Professional/ Профессиональное \_\_\_\_\_

Higher education/ Высшее \_\_\_\_\_

Other/ Другое \_\_\_\_\_

4. What is your occupation ? / Ваш тип занятости ?

Employed/ Наемный работник \_\_\_\_\_

Student / Студент \_\_\_\_\_

Self- employed / Собственная фирма \_\_\_\_\_

Unemployed / Безработный \_\_\_\_\_

Pensioner / Пенсионер \_\_\_\_\_

Other / Другое \_\_\_\_\_

5. What sources you use to know better about country you going to?/ Какие источники для ознакомления со страной использовали?

Internet/ Интернет \_\_\_\_\_

Mass media/ СМИ \_\_\_\_\_

Touristic agency/ Туристическое агентство \_\_\_\_\_

Friends of yours/ Знакомые \_\_\_\_\_

6. How did you buy your trip ( ticket, hotel, etc.) ? / Где приобрели билеты и зарезервировали проживание?

Internet / Через интернет \_\_\_\_\_

Touristic agency / Туристическое агентство \_\_\_\_\_

Other / Другое \_\_\_\_\_

7. Is it the first visit to Portugal? / Это Ваш первый визит в Португалию?

Yes/Да \_\_\_\_\_ No/Нет \_\_\_\_\_

8. How long is your stay? /Длительность Вашего пребывания

1-3 days/ дней \_\_\_\_\_

4-7 days/дней \_\_\_\_\_

8-14 days/дней \_\_\_\_\_

More than 2 weeks/ Более 2х недель \_\_\_\_\_

9. What time of the year is most preferable for your visit? / Какое время года предпочтительно для поездки?

Winter/ \_\_\_\_\_ Autumn/ \_\_\_\_\_ Spring/ \_\_\_\_\_ Summer/ \_\_\_\_\_  
Зима Осень Весна Лето

10. What type of tourist resort you stay in? / Место проживания в течение поездки

Hotel/ Отель \_\_\_\_\_

Apartments/ Квартира \_\_\_\_\_

Inn/ Пансион \_\_\_\_\_

Relatives / Родственники \_\_\_\_\_

Friends / Друзья \_\_\_\_\_

11. How much you spent during a day ?/ Затраты на день

50- 100 Eur \_\_\_\_\_ 100- 150 Eur \_\_\_\_\_ More than 150 Eur \_\_\_\_\_

12. What cities/ Islands you visited ? / Какие города/ острова посетили?

Lisbon \_\_\_\_\_ Porto \_\_\_\_\_ Faro \_\_\_\_\_

Madeira \_\_\_\_\_ Açores \_\_\_\_\_ Other/ Другое \_\_\_\_\_

13. What transport did you use during your stay? (you may choose few) / Какой транспорт использовали в Португалии? ( можно отметить несколько )

Rent-a-car / Аренда авто \_\_\_\_\_

Bus tours / Автобусные туры \_\_\_\_\_

Train / Поезд \_\_\_\_\_

Subway / Метро \_\_\_\_\_

Taxi / Такси \_\_\_\_\_

14. What kind of activities you do during your stay? (you may choose few) / Виды времяпрепровождения ( можно отметить несколько )

Museums / Музеи \_\_\_\_\_

Proving gastronomy and wine/ Гастрономия и вина \_\_\_\_\_

Beaches ,water activities/ Пляжи, водные виды развлечений \_\_\_\_\_

Shopping / Покупки \_\_\_\_\_

Cultural events / Культурные мероприятия \_\_\_\_\_

Night clubs / Ночные клубы \_\_\_\_\_

Other /Другое \_\_\_\_\_

15. How do you like terms of stay in Portugal? /Как вы оцениваете условия пребывания в Португалии?

| Scale/ Шкала: | 1                 | 2                 | 3                   | 4                  | 5                 |
|---------------|-------------------|-------------------|---------------------|--------------------|-------------------|
|               | very much/ хорошо | somewhat/ отчасти | neutral/ нейтрально | not very/ не очень | not at all/ плохо |

Accommodation/ Проживание \_\_\_\_\_

Transport/ Транспорт \_\_\_\_\_

Food/ Еда \_\_\_\_\_

Leisure/ Развлечения \_\_\_\_\_

Weather/ Погода \_\_\_\_\_

Hospitality / Гостеприимство \_\_\_\_\_

Safety / Безопасность \_\_\_\_\_

16. Would you like to visit Portugal again?/ Хотели бы вы посетить Португалию снова ?

Yes/Да \_\_\_\_\_

No/Нет \_\_\_\_\_

Thank you for your cooperation.  
Спасибо за участие.  
Хорошего дня!