

GSTA Intl Birdwatching Tour Ops

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GSTA International Birdwatching Tour Operator Survey

Page 1 - Heading

Thank you for taking your valuable time to fill out our survey. We, the Global Sustainable Tourism Alliance (www.gstalliance.net), are currently working on tourism development projects in Ethiopia and Uganda. One of our core activities will be to improve the bird watching products in these countries. Your feedback will be immensely valuable in determining the direction of our assistance.

Page 1 - Question 1 - Open Ended - One or More Lines with Prompt

Please enter your information below:

- Company Name
- Main Contact Name
- Position
- Phone Number
- Email Address

Page 2 - Heading

Section A: Ethiopia

Page 2 - Question 2 - Yes or No

[Mandatory]

1. Do you offer bird watching tours to Ethiopia?

- Yes [Skip to 4]
- No

Page 3 - Heading

Section B (for those who do not offer bird watching tours to Ethiopia):

Page 3 - Question 3 - Yes or No

Have you previously offered tours to Ethiopia?

- Yes
- No

Page 3 - Question 4 - Open Ended - Comments Box

Is there a reason for your company not offering tours to Ethiopia? Please explain.

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What is your impression of the following in Ethiopia?

	Very Poor	Poor	Decent	Good	Excellent	No Idea
Ethiopia as a tourism destination in general	<input checked="" type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> No Idea
Quality of bird watching	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> No Idea
Access to bird watching sites (land, air, water)	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> No Idea
Hotels and restaurants	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> No Idea
Network of trails, other birding infrastructure	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> No Idea
Signage and other info at destinations	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> No Idea
Availability of bird watching guides	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> No Idea

Would you consider offering tours to Ethiopia in the future?

- Yes
- No

If so, what specifically would need to take place for you to begin sending tours?

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[Skip Unconditionally to 5]

Section C (for those who currently offer bird watching tours to Ethiopia):

Have you noticed an increase or decrease in demand for tours to Ethiopia over the past 3 years (for those offering the tour less than 3 years, please respond for the time period you've been offering the tour)? Roughly how much?

- % Decrease
- % Increase

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How many tours per year do you offer to Ethiopia?

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What is your impression of the following in Ethiopia?

	Very Poor	Poor	Decent	Good	Excellent	No Idea
Ethiopia as a tourism destination in general	<input checked="" type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> No Idea
Quality of bird watching	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> No Idea
Access to bird watching sites (land, air, water)	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> No Idea

Hotels and restaurants	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> No Idea
Network of trails, other birding infrastructure	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> No Idea
Signage and other info at destinations	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> No Idea
Availability of bird watching guides	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> No Idea

Page 4 - Question 11 - Yes or No

Do you think Ethiopia is realizing its potential for the bird watching market?

- Yes
- No

Page 4 - Question 12 - Open Ended - Comments Box

If not, what can be done to help it better reach its potential?

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Page 4 - Question 13 - Open Ended - Comments Box

How can Ethiopia as a destination better market its bird watching opportunities to help support tour operators like yourself?

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Page 5 - Heading

Section D: Uganda

Page 5 - Question 14 - Yes or No

[Mandatory]

1. Do you offer bird watching tours to Uganda?

- Yes [Skip to 7]
- No

Page 6 - Heading

Section E (for those who do not offer bird watching tours to Uganda):

Page 6 - Question 15 - Yes or No

Have you previously offered tours to Uganda?

- Yes
- No

Page 6 - Question 16 - Open Ended - Comments Box

Is there a reason for your company not offering tours to Uganda? Please explain.

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What is your impression of the following in Uganda?

	Very Poor	Poor	Decent	Good	Excellent	No Idea
Uganda as a tourism destination in general	<input checked="" type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> No Idea
Quality of bird watching	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> No Idea
Access to bird watching sites (land, air, water)	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> No Idea
Hotels and restaurants	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> No Idea
Network of trails, other birding infrastructure	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> No Idea
Signage and other info at destinations	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> No Idea
Availability of bird watching guides	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> No Idea

Would you consider offering tours to Uganda in the future?

- Yes
- No

If so, what specifically would need to take place for you to begin sending tours?

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[Skip Unconditionally to 8]

Section F (for those who currently offer bird watching tours to Uganda):

Have you noticed an increase or decrease in demand for tours to Uganda over the past 3 years (for those offering the tour less than 3 years, please respond for the time period you've been offering the tour)? Roughly how much?

- % Decrease
- % Increase

How many tours per year do you offer to Uganda?

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What is your impression of the following in Uganda?

	Very Poor	Poor	Decent	Good	Excellent	No Idea
Uganda as a tourism destination in general	<input checked="" type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> No Idea

Quality of bird watching	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> No Idea
Access to bird watching sites (land, air, water)	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> No Idea
Hotels and restaurants	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> No Idea
Network of trails, other birding infrastructure	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> No Idea
Signage and other info at destinations	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> No Idea
Availability of bird watching guides	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> No Idea

Page 7 - Question 23 - Yes or No

Do you think Uganda is realizing its potential for the bird watching market?

- Yes
- No

Page 7 - Question 24 - Open Ended - Comments Box

If not, what can be done to help it better reach its potential?

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Page 7 - Question 25 - Open Ended - Comments Box

How can Uganda as a destination better market its bird watching opportunities to help support tour operators like yourself?

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Page 8 - Heading

Section G: Company Information

Page 8 - Question 26 - Open Ended - One or More Lines with Prompt

What countries are your clients from? Please list your top 3 source markets:

- 1
- 2
- 3

Page 8 - Question 27 - Choice - One Answer (Drop Down)

Do you primarily run your tours directly or through inbound operators?

- Directly
- Through inbound operators

Page 8 - Question 28 - Open Ended - Comments Box

How does your business identify new products to include in its offering?

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Page 8 - Question 29 - Yes or No

Are you interested in receiving information about new bird watching products and itineraries that emerge from our work in Ethiopia and Uganda?

- Yes
- No

Page 9 - Question 30 - Open Ended - Comments Box

Please add any extra comments, questions or concerns below:

Page 9 - Heading

Thank you for completing our survey!

If you have any questions please contact us:

Laura Ell

Solimar International

Managing Partner of the Global Sustainable Tourism Alliance (GSTA)

Email: Laura@solimarininternational.com

Phone: + 202-518-6192 extension #108 (USA)

Thank You Page

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