

Appendix 2: Interview Questions

1. During the holidays, which type of activity do you prefer?

- a. Stay at home and relax.
- b. Travel to another city and see some sights.
- c. Visit some places of interest where I live.
- d. Other: _____
(Please describe your preferred activity.)

2. Please list two places of interest in Yinchuan you have personally visited.

Location A: _____

Location B: _____

3. How would you describe your overall satisfaction with your visit to each of the places you mentioned above in question number 2? **(Choose one answer for Location A and one answer for Location B)**

Location A

Very Satisfied
Moderately Satisfied
Just So So
Moderately Dissatisfied
Very Dissatisfied

Location B

Very Satisfied
Moderately Satisfied
Just So So
Moderately Dissatisfied
Very Dissatisfied

4. Which of the places of interest you described above would you most likely recommend to a visiting friend?

Why? _____

5. How would you rate the Value of the place of interest you would recommend to a friend?

_____ Expensive but worth it.
_____ I can't believe it was so cheap.

_____ Great experience at a great price.
_____ Too Expensive for what you get.

187 words