

Social media in sustainable tourism

The following survey is anonymous (no personal data is collected) and relates to the use of social media (SM) in sustainable tourism. Scientific research is conducted at the Faculty of Organization and Management of the Silesian University and at the Faculty of Economics, Maria Curie-Skłodowska University of Technology and its results will be published in the form of scientific articles.

Age

- to 26
 27-40
 41-56
 above 57

Gender

- Man
 Woman
 Rather not to say

Level of education

- Basic/Junior high
 Secondary
 Vocational
 Higher I
 Higher II
 Postgraduate
 PhD

Length of using SM

- Over 6 years
 From 4 to 6 years
 From 2 to 4 years
 Up to 2 years
 I don't remember
 Never used

1. Please indicate your opinion: I use social media during a tourist trip to

| | Strongly agree | Agree | I have no opinion | Disagree | Strongly disagree |
|--|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Ongoing planning of further stages of a trip | <input type="checkbox"/> |
| Obtaining information about the place of stay | <input type="checkbox"/> |
| Commenting on events taking place in the place of stay | <input type="checkbox"/> |
| Making contact with the local community | <input type="checkbox"/> |

Social media in sustainable tourism - the questionnaire used for the survey

| | | | | | |
|---|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Obtaining information about current events (cultural, entertainment, etc.) | <input type="checkbox"/> |
| Current sharing experiences from a tourist trip | <input type="checkbox"/> |
| Making contact with other tourists | <input type="checkbox"/> |
| Obtaining information about current difficulties (e.g., traffic jams, accidents) | <input type="checkbox"/> |
| 2. Please indicate your opinion: I use social media to share the experience of a travel trip by | Strongly agree | Agree | I have no opinion | Disagree | Strongly disagree |
| Sending e-mail /text messages | <input type="checkbox"/> |
| Photo/video album for friends | <input type="checkbox"/> |
| Public photo/video album | <input type="checkbox"/> |
| Writing reviews | <input type="checkbox"/> |
| Posting statements and photos in social groups/ forums | <input type="checkbox"/> |
| Posting on blogs | <input type="checkbox"/> |

| | | | | | |
|--|--------------------------------|---------------------------------|--------------------------|--|---------------------------|
| 3. Please select which settings your profile has on the following social | Friends only" privacy settings | I customize my privacy settings | Public profile | I do not know what my privacy settings are | I do not have any profile |
| Blogs and microblogs | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Social portals | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Content communities | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Rating portals | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Travel forums | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |