

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"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Obtaining information about the place of stay	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Commenting on events taking place in the place of stay	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Making contact with the local community	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<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"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Current sharing experiences from a tourist trip	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Making contact with other tourists	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Obtaining information about current difficulties (e.g., traffic jams, accidents)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<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"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Photo/video album for friends	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Public photo/video album	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Writing reviews	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Posting statements and photos in social groups/forums	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Posting on blogs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<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"/>