



The Knowitall Educational Travel Company's 2012 Kubla Khan Tours of Xanadu

Survey produced by Susie on student placement. Please fill in the following questions so that I can get my certification in Travel & Tourism.

A reason for the survey is given, but it would not encourage people to fill it in.

{GO TO SLIDE #20}

1. Name and address: _____

There is no reason given for wanting name and address. Why isn't the survey anonymous?

{GO TO SLIDE #21}

2. Why did you choose the Knowitall tour to Xanadu?

- (a) For its educational content
- (b) For its visits to exotic sites
- (c) For its value for the money
- (d) Because it's cool

- **Excludes the possibility of any other answer**
- **More than one answer may apply, no instructions given about how to complete**
- **No checkboxes offered**

3. How long was your holiday? 1 week 2-3 weeks Over 5 weeks

Comment _____

- **No response options available for less than 1 week or for 4 weeks**
 - **What kind of comment would be useful here?**
4. Did the holiday meet your expectations? YES/NO
- **A comment might be useful here.**
 - **It is important to ask what people's expectations were before asking whether or not they were fulfilled. Travelers may have started with low expectations, in which case fulfilling them is no great achievement.**

5. Complete this sentence: I thought the Kubla Khan Tour of Xanadu was _____

- **This could be useful...if anyone could write small enough to get an answer between the lines.**
- **Many people may simply add "good" or "fun," which will not provide interesting quotes or address any desired outcomes.**

{GO TO SLIDE #22}

6. Which tickets did you buy?

Luxury 4-star tickets Standard tickets Very cheap tickets for budget travelers

- **The third response option might be insulting – avoid emotionally charged words**

{GO TO SLIDE #23}

7. Rate the food provided on the following scale:

Delicious Good Acceptable Average Uninteresting Inedible

- **Categories are not very clear (e.g., food can be 'uninteresting' but of good quality).**
- **There are more positive responses offered than negative ones.**

8. Choose the best answer:

I learned loads/ a lot/ a few interesting things/ a little/ nothing – about Coleridge.

- **To be more clear, the entire question should come before the response choices.**
- **“Loads” and “a lot” are too similar.**
- **Doesn’t account for how much they already know.**
- **You would need an additional comment to find out what they learned.**

9. Did you learn anything on the Alph the Sacred River boat trip?

Strongly agree Agree Slightly Agree Slightly disagree Strongly disagree

- **The response options don’t match the question.**
- **More positive options than negative options.**
- **This doesn’t tell you what they have learned.**

{GO TO SLIDE #24}

10. I am likely to:

- Repeat the tour
- Recommend the tour to my friends/family
- Take another KETC tour
- Join the PFP society, affiliated to KETC

- **Checkboxes could have been useful here.**
- **Is this a check all that apply question? If not, the response options aren’t mutually exclusive.**
- **Contains unexplained acronyms.**

11. On the whole do you prefer poems in (a) iambic tetrameter or (b) Rustavelian quatrains?

(a) (b)

- **The question is overly obscure and highbrow.**
- **Terminology should be explained.**
- **There is unlikely to be a valid evaluative reason for such a question.**

12. Rate the Caverns Measureless to Man on a 1 to 5 scale:

1 —————> 2 —————> 3 —————> 4 —————> 5

- **Meaningless scale with no instructions.**

{GO TO SLIDE #26}

13. Taking into account the seasonal variations inevitable on these tours, the shorter hours of access to the gardens in winter months, the risk of getting lost in the forests ancient as the hills and of slipping on the rough steps throughout the girdling walls and towers, do you feel the guide spoke at the right intellectual level and gave due heed to health and safety? YES/NO

- **The question is long and rambling and too complex.**
- **Asks two questions at once (double-barreled).**

{GO TO SLIDE #27}