

Travel and tourism

Task one -

Can you name the top ten Northern Ireland visitor attractions in the correct order (based on visitor numbers)?

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

8. _____

9. _____

10. _____



Task two-

We aim to be 'visitor inspired' in everything we do. We use a number of methods to gain insight into customer satisfaction levels and actively listen to all of our visitors. These methods include feedback forms, online forms, email feedback, visitor surveys, event questionnaires, etc.

Every year we run a 'Roar and Snore' event which is an overnight camping experience. As part of this event, visitors enjoy a tour of the zoo, team activities including archery, animal experiences, team games and table quizzes and also receive a barbeque dinner and breakfast in the morning. All visitors are provided with a tent and the cost is £70 per person.

Design a suitable questionnaire to gain feedback from campers using a mix of both open and closed questions.