

Draft Discussion Guide: Colombians travelling in Colombia

One-One interviews (for man on the street pick a couple only for a 15 minute interview)

Pick one interviewer, one documenter, one note taker.

Intros (5 minutes)

Introduce the project.

Tell us about yourself. Name, Job, Age.

Tell us the last time you went to an event and it was great! What was it? What made it special?

Your favorite place to be home (home & away) – moods connected to them?

What do you do for fun?

What excursions or activities do you participate in?

Creative task (5 minutes)

Country perceptions (Map drawing exercise)

2 stages: 1 Draw Colombia; 2 Mark a path of where you go, put in landmarks.

Probe on: what are regions like; who lives there, how have they changed...

What makes for a good one? Where do they go?

Value topics

(mix the order, don't share categorization names with participants, use this as a reminder/discussion prompt, not as a questionnaire!)

Motivations (10 minutes)

How often do you travel?

Describe the last time you traveled, what were you looking for?

What made you choose the place you decided on?

Why is that place important to you?

What do you prefer from the following types of vacations: adventure or luxury?

Probe on type of trips and why (thrill, relaxation, family).

What are important qualities of a place to visit?

ACTIVITY (if time) draw your dream trip.

Other questions:

Awareness (5 minutes)

How do you find out about where to go? (Newspaper, website, friends, family, recommendations).

Local source – What do they read/look at?

How do you stay informed? TV, radio, magazines, newspapers, websites, bulletin boards.

Tell us a story about a time you heard about a great recommendation and you investigated. How was that experience for you? Capture journey.

Other questions:

Trade-offs & roles (5 minutes)

What goes into making a decision of where to go?

Who decides and why?

What is the role you typically play?

What do you consider when deciding where to travel?

How did you plan your last trip?

Other questions:

Eco-tourism (5minutes)

Heard of the internal Colombian tourism trend? Believe it? Causes?

What do you think it takes to make a difference in tourism within a country?

Do you need to be part of it?

Can tourist areas be ruined by good intentions?

What do you think of eco-tourism?

Other questions:

Community (5 minutes)

What was the last experience you had with a fellow traveler?

Connection to other while traveling – does it matter? What do you do to make it happen?

How about keeping a distance, privacy from the? How do you do that?

How would you describe your social circle – a few close cool friends, a wide network of acquaintances?

Are there things that keep you together as a group, is it more 1 to 1 friendships?

Other questions:

Tools (5 minutes)

What's important to have nearby when you stay somewhere?

(Refer to maps) – How important are these, would you trade them off for other qualities?

What do you take with you when you go on a trip?

How do you travel (car, bus, plan) and why?

Other questions:

Documenting (5minutes)

How do you document your trip?

Why do you document?

When was the last time you share stories from tour trip with someone?

Other questions:

Wrap-up (5minutes)

Thank participant for interview, ask reminder questions from the team, ask participant if they have questions.