

UPDATED SURVEY PREVIEW LINK:

https://wpi.ca1.qualtrics.com/jfe/preview/SV_8nQwKwKzz1OQA7j?Q_CHL=preview&Q_SurveyVersionID=current.

Introduction

Intro: Thank you for taking the time out of your day to participate in this survey! We are a group of students from the Worcester Polytechnic Institute (WPI) in Massachusetts working on a project about culinary tourism in rural Albania, Kosovo, Montenegro, and North Macedonia. Culinary tourism is a form of tourism in which food plays a principal role for travel; visiting restaurants, farms, cooking with local grandmothers, participating in village tours, and stay-aways are all common examples. We are working with the Albanian foundation RRNO. The foundation has asked us to help it better understand the interests and perspectives of members of the Albanian diaspora with regards to rural culinary tourism so that they can correctly identify the correct target audience of tourists. We are interested in your attitudes towards food tourism as well as to Albania in general. As Covid-19 has limited travel, please base your responses on your travel **before the pandemic**.

Thank you again for your help with this survey! All responses to this survey will be 100% anonymous. If you have any questions, please direct your email to gr-marketidentification-A20@wpi.edu; this will send an email to all members of the group researching the survey results.

1. If you are interested in learning more about this project, the RRNO Foundation, and its initiatives, please leave your name below.
2. If you are interested in learning more about this project, the RRNO Foundation, and its initiatives, please leave your email address below.

Demographics

Intro: This portion of the survey will ask you some quick demographic questions.

1. Please select your gender. (Male, female, nonbinary, other, prefer not to say)
2. How old are you? (Text entry)
3. In what city/town in Albania, Kosovo, North Macedonia, or Montenegro did your mother's side of your family come from? (Text entry)
4. Is your mother's side of the family's hometown rural or urban? (Rural, urban)
5. In what city/town in Albania, Kosovo, North Macedonia, or Montenegro did your father's side of your family come from? (Text entry)
6. Is your father's side of the family's hometown rural or urban? (Rural, urban)
7. What generation Albanian are you? (First-generation Albanian [You were born in Albania, Kosovo, North Macedonia, or Montenegro], Second-generation Albanian [One of your parents was born in Albania, Kosovo, North Macedonia, or Montenegro], Third-generation Albanian [One of your grandparents was born in Albania, Kosovo, North Macedonia, or Montenegro], More distant than third-generation)
8. In what country and state/province do you currently live? (Text entry)
9. In what year did your family most recently emigrate from Albania, Kosovo, North Macedonia, or Montenegro? (1880-1940, 1941-1960, 1961-1990, 1991-2001, 2002-present).

Branching Indicators

Intro: This portion of the survey asks some questions that will personalize later sections of your survey based on your unique demographic. Please note that these questions are **required** to continue the survey.

1. Were you born in or do you currently live in Albania, Kosovo, North Macedonia, or Montenegro? (Yes, no)
2. Do you have children? (Yes, no)
3. Please select your age range. (18-25, 26-35, 36-45, 46-55, 56-65, 65-79, 80+)

Common Questions

Intro 1: This section of the survey will focus on your travel patterns **prior to Covid-19**. Please do not take account of travel restrictions due to the pandemic into consideration when filling out these questions. To clarify, a member of the Albanian diaspora is a person of Albanian descent that is no longer living in Albania.

1. Which of the following countries have you visited in the past? Please check as many as may apply. (Albania, Kosovo, North Macedonia, Montenegro, None of the Above)
2. How often have you visited Albania, Kosovo, North Macedonia, or Montenegro? (Never, once, twice, several times but not yearly, yearly, multiple times a year)
3. If you have returned to/visited Albania, Kosovo, North Macedonia, or Montenegro, what were your motivations? Select as many as apply. (Family, friends, vacation, work, food and culinary activities, outdoor activities, cultural experience (e.g., visiting castles or rural villages), historical experience (e.g., visiting museums or monuments), food/culinary activities, to visit where you/your family grew up, have not visited Albania, other [please enter])

Intro 2: These questions will focus on your time availability for travel. As before, please do not take Covid-19 restrictions into consideration.

4. What do you do for work or school? Please select as many as apply. (Full-time student, part-time student, part-time employee, full-time employee, retired, other [please enter])
5. In your current circumstances (if Covid-19 were not a consideration), do you have enough time with school or work to take a vacation for ten or more days? (Yes, no)
6. How willing in your present circumstances (ignoring Covid-19) would you be traveling for the following amounts of time? (Semantic Differential Scale from Extremely unwilling to Extremely willing, for the time lengths of one, two, three, and four weeks)
7. How many weeks in a year do you normally travel for vacation (unaffected by Covid-19)? (Slider from 0 to 10+ weeks)
8. How many people do you typically travel with on long vacations that require extensive (more than a week) travel? (Slider from 0 to 10+ people)

Intro 3: These questions focus on your connection to Albania and the surrounding countries, as well as your interest in RRNO's tourism strategies. As before, please answer these questions without taking Covid-19 travel restrictions into consideration.

9. How closely do you feel connected to Albania, Kosovo, North Macedonia, or Montenegro in the following ways? Please reply on the scale from 1, being very disconnected, to 5, very connected. If you are indifferent, please respond with 3. (Likert scale with the options of food, family history, literature, music/song/dance, language, and holidays/traditions)

10. Of the following, which types of tourism do you think you would be interested in? Please select as many as apply. (Beach tourism [i.e. Tourism that focuses on coastal areas and activities at the beach, such as sunbathing, going in the ocean, and beachside restaurants and bars], Urban tourism [i.e. Tourism that focuses on cities and involves activities such as museums, shopping centers, and visiting monuments], Adventure tourism [i.e. hiking, ziplining, off-road driving], Rural culinary tourism [i.e. farms, homestays, and stay-aways], High-end culinary tourism [i.e. Exploring new wineries, breweries, restaurants])
11. Of the following, which travel activities do you think you would enjoy? Please select as many as apply. (Cooking alongside local Albanian grandmothers, visiting farms and pursuing agrotourism, visiting restaurants, visiting bars and engaging in nightlife, spending time in nature, visiting museums, visiting family in the area, hiking, visiting beaches)
12. If you were to travel to Albania, Kosovo, North Macedonia, or Montenegro, which of the following would you feel comfortable traveling with? Please select as many as apply. (Family, friends, a group of members of the Albanian diaspora around your age, alone)

Scenarios

Intro: In this section, you will receive multiple prompts about possible vacations and activities in Albania, Kosovo, Montenegro, or North Macedonia. Please rank the following scenarios in terms of your interest of experiencing them [with your children], with 1 being very uninterested and 5 being very interested.

1. Scenario 1: On this trip you would be partaking in a homestay in a rural village in Albania, Kosovo, Montenegro, or North Macedonia. While there, you would be participating in tasks that the locals carry out daily. These tasks could include things such as: tending to animals, harvesting crops and enjoying traditional meals cooked by the locals you would be staying with.
2. Scenario 2: In this activity you would be learning how to prepare traditional Albanian cuisine alongside local grandmothers in a rural village in Albania, Kosovo, Montenegro, or North Macedonia.
3. Scenario 3: In this activity you would be at a summer camp with other people of your age of Albanian origin from around the world and learning about Albanian culture through food, song, dance, and learning about history.

Current Albanian Citizen / First-Generation Diaspora Questions

Intro: You are being asked these questions as you signified that you were born in or currently live in Albania, Kosovo, North Macedonia, or Montenegro.

1. Which of the following regions of Albania have you visited in the past? Please select as many as apply. (Northern [Shkodër, Kukës, Dibër, Lezhë, or Durrës], Central [Tirana or Elbasan], Southern [Fier, Berat, Korçë, Gjirokastër, or Vlorë])
2. How familiar are you with the cuisine of the following regions of Albania? (Choices of not familiar, somewhat familiar, and very familiar for the northern, central, and southern regions)

3. How willing would you be to travel somewhere in Albania, Kosovo, North Macedonia, or Montenegro that you have never been before? Please indicate on the following scale, with 1 being very unwilling and 5 being very willing.
4. How willing would you be to travel somewhere in Albania, Kosovo, North Macedonia, or Montenegro that you have frequently been before? Please indicate on the following scale, with 1 being very unwilling and 5 being very willing.

Second-/Third-Generation Diaspora Questions

Intro: You are being asked these questions as you signified that you were not born in and do not currently live in Albania, Kosovo, North Macedonia, or Montenegro.

1. Have you returned to the place where you or your most recent family in Albania, Kosovo, North Macedonia, or Montenegro grew up? (Yes, no)
2. In the future, how likely are you to travel to the place where you or your most recent family in Albania, Kosovo, North Macedonia, or Montenegro grew up? Please indicate your answer between 1, very unlikely, and 5, very likely.
3. To what degree do you maintain contact with family members still living in Albania, Montenegro, Kosovo, or North Macedonia? (Slider from not at all to extremely frequently)

Parent Questions

You are being asked these questions as you signified that you have children.

1. Traveling with my children is... (Semantic differential with the ranges cheap -> expensive, relaxing -> chaotic, easy -> difficult, amusement -> education)
2. Do you feel that family is the main influence on your children learning about Albania? (Likert with 1 – Very unconfident, 5 – very confident)
3. How much do you agree with the following sentence? "I strongly influence my children to explore Albanian culture." Please respond on a scale from 1, strongly disagree, to 5, strongly agree.
4. How do you preserve Albanian culture in your family in the following ways? Please reply on the scale from 1, being very influential, to 5, very uninfluential. (Choices of food, family history, literature, music/song/dance, language, and holidays/traditions)
5. How many weeks of vacation do your children generally have per year? (Slider from 0 to 10+ weeks)
6. Do you currently have children living with you? If so, how many? (Yes/enter, no)
7. How old are your children? (Text entry)

18-25 Questions

Intro: You are being asked these questions as you signified that you are between 18 and 25 years old.

1. Of the following, which currently take up significant amounts of time in your daily life? Please select as many as apply. (Education, work, personal time [i.e. reading, playing games, etc.], caring for family, travel, other [please enter])
2. Are you currently living with your parents? (Yes/no)
3. If you are currently studying at a school/university, is there an Albanian cultural organization? (Yes, no, not currently enrolled at a school/university)

26-35 Questions

Intro: You are being asked these questions as you signified that you are between 18 and 25 years old.

1. Are you currently living with your parents? (Yes/no)
2. How much do you agree with the following statement? "I have had less time to travel as I've grown older." (Strongly disagree to strongly agree)

36-64 Questions

Intro: You are being asked these questions as you signified that you are between 36 and 64 years old.

1. How much do you agree with the following statement? "I have had less time to travel as I've grown older." (Strongly disagree to strongly agree)
2. How much of a presence does Albanian culture have in your household? (Not present, fairly present, extremely present)
3. In what ways do you maintain Albanian culture in your household? Please select as many as apply. (Food, decorations, language, literature, holidays, other [please specify])

65+ Questions

Intro: You are being asked these questions as you signified that you are between 65 years or older.

1. How much of a presence does Albanian culture have in your household? (Not present, fairly present, extremely present)
2. As you have grown older, how has traveling changed for you as compared to while you were younger? (Semantic differential scale from easier to more difficult, cheaper to more expensive, less time consuming to more time consuming, less manageable to more manageable)
3. If you have grandchildren, which of the following travel activities would you like to pursue with them? Please select as many as apply. (Visiting restaurants, cooking with Albanian chefs, visiting where you or your family grew up, spending time in nature, participating in stayaways, visiting relatives, I do not have grandchildren)
4. In what ways do you maintain Albanian culture in your household? Please select as many as apply. (Food, decorations, language, literature, holidays, other [please specify])

Closer

Intro: Thank you very much for taking the time out of your day to take our survey! We really appreciate it. If possible, it would be a lot of help if you shared this survey with other members of your family so that we can see the perspective of multiple generations of members of the Albanian diaspora. If you have any questions, comments, or concerns, please reach out to us at gr-MarketIdentification-A20@wpi.edu.

1. If you are interested in learning more about this project, the RRNO Foundation, and its initiatives, please leave your name below. If you have already filled this out, you do not need to again.
2. If you are interested in learning more about this project, the RRNO Foundation, and its initiatives, please leave your email below. If you have already filled this out, you do not need to again.
3. If you are interested in an interview with us to further elaborate on your experiences and opinions towards Albanian culinary tourism, please check 'yes' on this question. (Yes, no)

- a. Please leave your name below and we may get in contact with you soon!
- b. Please leave your email below and we may get in contact with you soon!

Closing text:

Thank you again for taking the time out of your day to take our survey! If you are interested in learning more about RRNO as an organization, please feel free to visit their social media and website. They are as follows:

Website: rrno.al

Facebook: [albanian.expedition](https://www.facebook.com/albanian.expedition)

Instagram: [albanian.expedition](https://www.instagram.com/albanian.expedition)