Appendices

Interview Guide for tourists

Before (on the way to the “Casa de Fados”):

Introductory Questions:

1. Where are you from?
2. How long are you staying in Lisbon?
3. How much do you like music?
4. Do you have a typical style of music in your country? Do you think it can say something about your culture?

Essential Questions:

1. Have you heard about Fado before you come to Lisbon? Where?
2. Did you immediately think you were going to listen to Fado when you decide you are coming to Lisbon?
3. If not, what made you decide to come? Where did you listen about Fado?
4. What do you expect of this night?
5. Why have you decided to come this night with local people instead of just going with your friends to a Casa de Fados?

During and After:

1. Does this night fulfil your pre-expectations?
2. Would you recommend to a friend of you to go to listen to Fado if he has told you he is planning to go to Lisbon?
3. Do you think your experience coming to listen to Fado have changed the way you use to see Portugal and Portuguese people? How?
4. How important it was to you coming this night to listen to Fado as part of your trip in Lisbon?
5. If there was a musical in Lisbon explaining Fado, would you attend before going to a Casa de Fados?

**Interview Guide for João Carlos (host for Casa de Fados “Tasca do Chico” in Lisbon)**

I am a Masters’ in Management student at NOVA School of Business and Economics and I am performing my final work-project to understand if Fado can be considered an added value to tourism, especially for cultural tourists (tourists interested in knowing the culture of the country).

To perform this study I would like to ask you some open questions that should take approximately 30 minutes.

**Introductory Questions:**

1. For how many years do you work at “Tasca do Chico”?

2. Do you receive more local people or tourists here?

3. Have the number of people interested in Fado grown on the last years?

   Especially after Fado being considered Heritage of Humanity?

**Essential Questions:**

4. What do you think tourists are looking for when they go to a “Casa de Fados”?

5. In “Tasca do Chico”, do you feel tourists leave the place satisfied with what they were looking for?

**Interview Guide for Ricardo Ribeiro (fadista)**

I am a Masters’ in Management student at NOVA School of Business and Economics and I am performing my final work-project to understand if Fado can be considered an
added value in tourism, especially for cultural tourists (tourists interested in knowing the culture of the country).

To perform this study I would like to ask you some open questions that should take approximately 30 minutes.

Introductory Questions:

1. For how many years do you work in “O Faia”?
2. Do you have more tourists or local people going to “O Faia” to listen to Fado?
3. Have the number of people interested in Fado grown on the last years?
   Especially after Fado being considered Heritage of Humanity?

Essential Questions:

4. What do you think tourists are looking for when they go to a “Casa de Fados”? 
5. Where you use to sing, in “Faia”, do you feel tourists leave the place satisfied with what they were looking for?
6. Do you think Fado could be considered an added value for tourism in the sense that presents the Portuguese culture to the tourists?
7. When you are going to sing outside of Portugal do you think your performance provokes curiosity in foreign people to know more about the Portuguese culture and eventually travel to Portugal?
8. Which other ways of spreading Fado would you propose?

Interview Guide for Turismo de Portugal

I am a Masters’ in Management student at NOVA School of Business and Economics and I am performing my final work-project to understand if Fado can be considered an
added value in tourism, especially for cultural tourists (tourists interested in knowing the culture of the country).

To perform this study I would like to ask you some open questions that should take approximately 30 minutes.

Introductory Questions:

1. How much have the tourism grown on the last years?

2. Despite the tourism, have the cultural tourism grown on the last years? Are people interested in the Portuguese culture?

3. Have you already performed a study to understand the importance of the culture level of the country for the tourists?

Essential Questions:

4. Being Fado an expression of the Portuguese culture in which tourists may be interested to know, how do you use it to attract them?

5. Have you ever thought in another ways of spread Fado?

6. If somebody proposed you other ways of spreading Fado (as a musical, a book), would you help with it?
Flyer delivered at Hotels

**FADO TOUR**

Do you want to have a special night experiencing Fado as a local? Just call us and we will pick you up.

María & Carlota
- Tel: 912 967 170
- fadotour@gmail.com

**ARE YOU THINKING OF GOING OUT FOR A FADO NIGHT?**

We are a designer and sociologist passionate about Fado. Carlota was born within a Fadistas family and sings since childhood.

We will be delighted to take you with us to the best spots. We are local Fado fans: we know what we’re talking about.

The only cost you’ll have will be our dinner, if you choose to have it there, and whatever you think is fair for a tip, if you enjoy that Fado night out.