|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|   | Road directions to get to the city | Road directions in the city | Restaurant service | Accom-modations | Guided tour service  | Tourism Information service  |
| Not good | 26 | 21 | 10 | 3 | 0 | 1 |
| Quite good | 82 | 59 | 95 | 44 | 1 | 6 |
| Very good | 180 | 214 | 101 | 48 | 9 | 33 |
| Null answer (0) | 12 | 6 | 94 | 205 | 290 | 260 |
| Valid answers | 288 | 294 | 206 | 95 | 10 | 40 |
| **Average evaluation** | **2.53** | **2.66** | **2.44** | **2.47** | **2.9** | **2.8** |
| Valid answers | 96.00% | 98.00% | 68.67% | 31.67% | 3.33% | 13.33% |
| Not satisfied (-) Not good | 9.03% | 7.14% | 4.85% | 3.16% | 0.00% | 2.50% |
| On average satisfied (=) Quite good | 28.47% | 20.07% | 46.12% | 46.32% | 10.00% | 15.00% |
| Fully satisfied (+) Very good | 62.50% | 72.79% | 49.03% | 50.53% | 90.00% | 82.50% |

Tab. 2. Tourists’ evaluation of services in Urbino *(Source*: our elaboration)