

## 2003 Annual Survey of Visitors Expenditure and Trends in Taiwan

### Data description

■ ‘2003 Annual Survey of Visitors Expenditure and Trends in Taiwan’ sponsored by the Tourism Bureau, Republic of China(Taiwan). Center for Survey Research, Research Center for Humanities and Social Sciences, Academia Sinica is responsible for the data distribution. Released files of this survey include SPSS dataset, STATA dataset, SAS program, source data (ASCII) and questionnaire .

### ■ Released File Description

#### 1. Questionnaire

ques2003.pdf	Questionnaire (Adobe Acrobat v9.4)
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#### 2. Dataset

data2003.sav	SPSS Dataset (SPSS v20.0)
data2003.dta	STATA Dataset (STATA v9.0)
data2003.dat	Source Data (ASCII)

#### 3. Program

data2003.sas	SAS program for data2003.dat (SAS v9.3)
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### ■ Guideline for data usage

1. Some of data file's value labels are different from which of questionnaire. It should be complied with the data file.
2. Data cleaning is based on ‘Illegal Value’. The result after data cleaning:

Ques.No.	Variable Name	Illegal Value	Frequency
	night	999	2
D2	d2_1	301	20
D2	d2_2	301	10
D2	d2_3	301	11
D2	d2_4	301	7
D2	d2_5	301	8
D2	d2_6	301	1
D2	d2_7	301	3
D2	d2_1a	301	30

3. The length limitation of variable label and value label in STATA program are 80byte (40 Chinese characters) and 40byte(20 Chinese characters).

### ■ Dataset Citation Description

There are a number of different citation styles, depending on the discipline in which you are working. The following is for reference only.

Tourism Bureau, Republic of China(Taiwan). (2003). 2003 Annual Survey of Visitors Expenditure and Trends in Taiwan (AG010003en) [data file]. Available from Survey Research Data Archive, Center for Survey Research, Research Center for Humanities and Social Sciences, Academia Sinica. Web site: <http://srda.sinica.edu.tw>. doi:10.6141/TW-SRDA-AG010003en-1.

■ Contact us

Data released by the Survey Research Data Archive (SRDA), Center for Survey Research, Research Center for Humanities and Social Sciences, Academia Sinica  
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\*\*\*\*\* Continued by Questionnaire \*\*\*\*\*



C2. Please rank your satisfaction with the service of the travel agency or the tour guide with respect to the following : (5=very satisfied, 1=not satisfied)

5    4    3    2    1    self-arranged

1. Arrangement of your visit.....
2. Arrangement of accommodations.....
3. Arrangement of transportation.....
4. Arrangement of meals.....
5. Service of the tour guides.....
6. Professionalism of the tour guides.....
7. Overall impression.....

C3. Did you pay a certain amount of fee to the travel agency in advance?

- (1)Yes                    (2)No (If your answer is "No", please go on to C6.)

C4. How much did you pay in advance? \_\_\_\_\_ (type of currency : \_\_\_\_\_)(Air/ship fare excluded)

C5. Which of the following items did you pay to the travel agency in advance? (Check all that apply)

- (1)hotel expenses                    (2)meals and beverages                    (3)local transportation  
(4)entertainment                    (5)miscellaneous expenses

C6. During your trip in Taiwan, how much money in total did you spend? (type of currency : \_\_\_\_\_)

C7. Based on the total sum mentioned in item C6, how much money or percentage did you spend on each of the following :

- |   |        |
|---|--------|
| 1. Hotel bills : _____                    | _____% |
| 2. Meals outside hotels : _____           | _____% |
| 3. Domestic transportation : _____        | _____% |
| 4. Entertainment : _____                  | _____% |
| 5. Miscellaneous expenses : _____         | _____% |
| 6. Shopping : _____                       | _____% |
| (1)Clothes and accessories: _____         | _____% |
| (2)Jewelry or jade: _____                 | _____% |
| (3)Souvenirs and handicrafts: _____       | _____% |
| (4)Cosmetics and perfumes: _____          | _____% |
| (5)Famous products: _____                 | _____% |
| (6)Alcohol, tobacco and cigarettes: _____ | _____% |
| (7)Chinese herbs and medicine: _____      | _____% |
| (8)Other: _____                           | _____% |

C8. How many people were the above expenses used for? \_\_\_\_\_ (include yourself)

C9. Would providing a refund for the 5% consumption tax increase your shopping?

- (1)Yes            (2)No            (3)have no idea

C10. What form of payment did you use? (Check all that apply)

- (1)cash            (2)traveler's check            (3)credit cards            other \_\_\_\_\_

**D - Activities of Tourists**

D1. During your visit of Taiwan, which of the following activities you participated in ?

(Check all that apply)

- |   |                           |
|---|---------------------------|
| (1)outdoor activities (e.g. climbing, diving, or bird watching) | (2)playing golf           |
| (3)hot spring   | (4)shopping               |
| (6>wedding photography, personal albums of pictures             | (5)historic scenic spots  |
| (7)skin protection, beauty treatment, or nails art              | (8)massage or acupressure |
| (9)Karaoke or K.T.V.  | (10)pubs or night clubs   |
| (12)festival activities   | (11)exhibitions           |
| (13)culture activities  | (14)SPA、sauna             |
| (15)sightseeing at the night markets                            | Other _____               |

D2. What scenic spots/places in Taiwan did you visit for this trip? \_\_\_\_\_

1. Favorite scenic spots : \_\_\_\_\_ (above) Why? \_\_\_\_\_

2. Least favorite scenic spots : \_\_\_\_\_

Reason(s): (1)scenery    (2)leisure facilities    (3)environment

(4)inconvenient transportation    (5)others \_\_\_\_\_

D3. At what hotels or locations did you stay during this visit in Taiwan? (Check all that apply)

(1)a. hotel (or hostel)------(name) : \_\_\_\_\_

b. How satisfied are you with the hotel(s)? \_\_\_\_\_

(5=very satisfied, 4=satisfied, 3=okay, 2=not satisfied, 1=far from satisfied)

c. rate (per night):    【1】 under 45US\$    【2】 45-90US\$    【3】 90-135US\$    【4】 over 135US\$

(2)home of relatives or friends                    (3)dormitory                    (4)rental apartments

(5)temples, seminaries, or churches                    (6)Y.M.C.A. or community centers \_\_\_\_\_

(7)Home stay or B&B (bed & breakfast)                    other \_\_\_\_\_

D4. What accommodations do you prefer for visiting Taiwan?

1.rate (per night):    (1)under 45US\$    (2)45-90US\$    (3)90-135US\$    (4)over 135US\$

2.location of the hotel:    (1)city center    (2)scenic spot    (3)others \_\_\_\_\_

3.types of accommodation:    (1)resort hotel                    (2)business hotel

(3)combination of resort and commercial purposes                    (4)others \_\_\_\_\_

services:    (1)free parking                    (2)free breakfast                    (3)airport transportation

(4)domestic transportation                    (5)fax service                    (6)internet service

(7)exercise room or SPA                    (8)others \_\_\_\_\_ (Check all that apply)

D5. Would you consider visiting Taiwan again?

(1) Yes, main reason:

(1) sightseeing (2) business (3) attending an international conference or an exhibition  
(4) visiting friends or relatives (5) study (6) others \_\_\_\_\_

(2) No Why? \_\_\_\_\_

D6. Based on your experience in Taiwan, what are your impressions of the following aspects of Taiwan compared with your original expectations?

          better          the same          worse          no experience          

1. Historic relics.....
2. Scenery.....
3. Prices of goods.....
4. Cuisine.....
5. Weather.....
6. Public safety.....
7. Recreational facilities (e.g. amusement park ,etc.)...
8. Traffic.....
9. Friendliness of people.....
10. Surrounding sanitation.....

D7. How satisfied are you with your experiences during this trip in Taiwan?

(5=very satisfied, 4=satisfied, 3=okay, 2=not satisfied, 1=far from satisfied)

          5          4          3          2          1          no experience          

1. Sightseeing convenience

- (1) Passport and visa services before arrival
- (2) International transportation to Taiwan (travel arrangements)
- (3) Communication (internet, international phone calls)
- (4) Access to travel information
- (5) Local transportation
- (6) Passport and visa services after arrival
- (7) Services of Customs officials

2. Sightseeing environment

- (1) Road signs and public facilities signs
- (2) Access to services in your native language
- (3) Friendliness of Taiwan people

3. Safety of environment

- (1) Recreational facilities
- (2) Public safety
- (3) Accommodation
- (4) Surrounding sanitation

4. Please evaluate your overall satisfaction with this trip to Taiwan

**E、Personal Information**

*Please write down your personal data.*

E1. What is your nationality? \_\_\_\_\_

E2. The country of your residence is \_\_\_\_\_

E3. Age : (1)12-19 (2)20-29 (3)30-39 (4)40-49 (5)50-59 (6)60 and over

E4. Your annual income is about \_\_\_\_\_ (*converted to US\$*)

- |                   |                   |                   |                    |
|-------------------|-------------------|-------------------|--------------------|
| (1) under 10,000  | (2) 10,000-14,999 | (3) 15,000-29,999 | (4) 30,000-39,999  |
| (5) 40,000-69,999 | (6) 70,000-99,999 | (7) over 100,000  | (8) unfixed income |

E5. Your highest level of education is

- (1) primary school (2) junior high school, senior high school or vocational high school
- (3) college, university or graduate school (4) others \_\_\_\_\_

E6. What is your occupation?

- (1) legislators, administrators, business executives and managers (2) professionals
- (3) technicians and assistant professionals (4) clerks (5) service workers and shop / market sales workers
- (6) agricultural, animal husbandry, forestry and/or fishing workers
- (7) production and related workers, plant / machine operators and labors
- (8) housewife (9) student (10) retired (11) others \_\_\_\_\_

E7. Sex : (1) male (2) female

E8. E-mail: \_\_\_\_\_

**Other suggestions :**

What part of the trip did you find most satisfying? Least satisfying?

Most satisfying: \_\_\_\_\_

Least satisfying: \_\_\_\_\_

Other opinions: \_\_\_\_\_

~~~~~ Thank You for Your Cooperation Have a Nice Trip. ~~~~~

**F、訪視記錄表**

F1. 訪視結束時間: \_\_\_\_\_ 時 \_\_\_\_\_ 分

F2. 訪視日期: \_\_\_\_\_ 年 \_\_\_\_\_ 月 \_\_\_\_\_ 日

F3. 受訪者合作情形, 請排序 (1) 了解 (2) 用心 (3) 採信: \_\_\_\_\_

訪員簽名: \_\_\_\_\_ 訪員編號: \_\_\_\_\_ 審查員: \_\_\_\_\_