

2004 Annual Survey of Visitors Expenditure and Trends in Taiwan

Data description

■ ‘2004 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

ques2004.pdf	Questionnaire (Adobe Acrobat v9.4)
--------------	------------------------------------

2. Dataset

data2004.sav	SPSS Dataset (SPSS v20.0)
data2004.dta	STATA Dataset (STATA v9.0)
data2004.dat	Source Data (ASCII)

3. Program

data2004.sas	SAS program for data2004.dat (SAS v9.3)
--------------	---

■ 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. Regarding Q.B7, it mentioned that skip to Section C after finishing variable name b7_a. But since it is different from the condition of Q.B5, so it should be complied with the condition of Q.B5.
3. The length limitation of variable label and value label in STATA program are 80byte (40 Chinese characters) and 40byte(20 Chinese characters).
4. Data cleaning is based on ‘Illegal Value’. Regarding ‘missing’, only those variable names which prescribed as ‘cannot-be-missed’ will be listed out.The result after data cleaning:

Ques.No.	Variable Name	Illegal Value	Frequency
A3	a3_a	99	7
A4	a4	999	10
B5	b5_b	.	4162
C4	c4_a	.	123
C6	c6_a	.	141
C7	c7_a	.	131

C7	c7_b	.	69
C7	c7_c	.	62
C7	c7_d	.	40
C7	c7_e	.	42
C7	c7_f	.	32
C7	c7_f_a	.	111
C7	c7_f_b	.	110
C7	c7_f_c	.	115
C7	c7_f_d	.	109
C7	c7_f_e	.	116
C7	c7_f_f	.	109
C7	c7_f_g	.	108
C7	c7_f_h	.	110
C8	c8	.	1
	gettp	.	582
	gettp	3	1549
	tpintend	.	2363
	tpused	.	2246

■ 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). (2004). 2004 Annual Survey of Visitors Expenditure and Trends in Taiwan (AG010004en) [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-AG010004en-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
E-mail : srda@gate.sinica.edu.tw

***** Continued by Questionnaire *****

B8.1. The nature of Int'l conference or exhibition on this visit:

- (1) Academic studies (2) Science and technology (3) Association (4) Medical science
 (5) Religion (6) Other _____

2. The location (City/County) ? _____

3. Did you spend your spare time on sightseeing during this visit in Taiwan ?

- A. Yes. (1) Half day (2) 1 day (3) 2 days (4) 3 days (5) 4 days (6) Over 5 days

(Go on to Section C.)

B. No. Why? **(Check all that apply)**

- (1) The sponsor didn't arrange it (2) Time isn't enough
 (3) Lack of tourism information (4) The package tour were not accessible
 (5) Nothing interesting Others _____

4. Please rank your satisfaction with this Int'l conference or exhibition :

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

	<u>5</u>	<u>4</u>	<u>3</u>	<u>2</u>	<u>1</u>	<u>no experience</u>
(1) Arrangements of agendas or exhibition	<input type="checkbox"/>					
(2) Facilities of conference or exhibition	<input type="checkbox"/>					
(3) Convenience of transportation	<input type="checkbox"/>					
(4) Tour arrangements	<input type="checkbox"/>					

5. Your opinion concerning Taiwan's development in international conference or exhibited field :

C · Spending Behavior

C1. What kind of arrangements did you make on this trip?

- (1) Group tour arranged through a travel agency.
 (2) Individual tour arranged through a travel agency.
 (3) Ticket booking and accommodations arranged through a travel agency only.
 (4) Self-arranged tour, with activities arranged by a Taiwan travel agency .
 (5) Self-arranged tour without any arrangement by a Taiwan travel agency **(If you answer "(5)", please go on to C3.)**

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)

	<u>5</u>	<u>4</u>	<u>3</u>	<u>2</u>	<u>1</u>	<u>self-arranged</u>
1. Arrangement of your visit.....	<input type="checkbox"/>					
2. Arrangement of accommodations.....	<input type="checkbox"/>					
3. Arrangement of transportation.....	<input type="checkbox"/>					
4. Arrangement of meals.....	<input type="checkbox"/>					
5. Service of the tour guides.....	<input type="checkbox"/>					
6. Professionalism of the tour guides.....	<input type="checkbox"/>					
7. Overall impression.....	<input type="checkbox"/>					

C3. Did you pay certain fees to the travel agency in advance?

- (1) Yes **(Go on to C4)** (2) No **(Go on to C6.)**

C4. How much did you pay in advance? _____ **(Type of currency : _____)**

(Air/ship fare excluded)

C5. Which of the following expenses 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 of the total 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 or accessories: _____ %
 (2) Jewelry or jade: _____ %
 (3) Souvenirs or handcrafted products: _____ %
 (4) Cosmetics or perfumes: _____ %

- (5)Local famous or specialty products:_____ %
- (6)Alcohol, tobacco or cigarettes:_____ %
- (7)Chinese herbs or medicine:_____ %
- (8)Other:_____ %

C8.How many people did the above expenses pay for altogether? _____(Including yourself)

C9.Have you ever applied for tax refund in Taiwan ? (1)Yes (2)No (Go on to D)

C10.Do you think the tax refund procedure convenient ? (1)Yes (2)No

D · Tourists Behavior

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

(Check all that apply)

- (1)Outdoor recreation (e.g. climbing, diving, or bird watching) (2)Golfing
- (3)Hot spring (4)Shopping (5)Historic heritages
- (6)Wedding photography, salon shots
- (7)Facial spa, beauty treatment, or nails art (8)Massage or acupressure
- (9)Karaoke or K.T.V. (10)Pubs or night clubs (11)Exhibitions
- (12)Local festival _____ (13)Culture events (14)SPA 、sauna
- (15)Night market sightseeing Other _____

D2. What scenic spots/places in Taiwan did you visit on this trip?

1. Favorite scenic spot : _____ (above) Why? _____

2. Least favorite scenic spot : _____

- Reason(s): (1)Scenery (2)Recreational facilities (3)Environment
 (4)Inconvenient transportation Others

D3. Which hotels or residency did you stay during this visit in Taiwan? (Check all that apply)

(1)a. Hotels (or hostels)------(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)The home of relatives or friends (3)Dormitory (4)Rental apartments
- (5)Temples, seminaries, or churches (6)Youth hotel or community centers _____
- (7)Home stay or B&B (bed & breakfast)_____ (8) Other _____

D4. How satisfied are you with your experiences during this trip in Taiwan in terms of the following?

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

5 4 3 2 1 no experience

1.Convenience

- (1) Efficiency of applying for visa
- (2) International transportation to Taiwan (travel arrangements)
- (3) Communication (Int'l public telephone, Internet)
- (4) Access to travel information
- (5) Local transportation
- (6) Immigration procedures after arrival
- (7) Services of Customs officials (passing procedures)

2.Internationalization

- (1) Clearness of road signs and public facilities signs
- (2) Access to services in an international language
- (3) Friendliness of Taiwan people

3.Safety

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

D5. Please evaluate your overall satisfaction with this trip to Taiwan

(1) Far from satisfied (2) Not satisfied (3) Okay (4) Satisfied (5) Very satisfied

D6. Have you been to any of the following countries for sightseeing during the last 3 years (*Not including this visit in Taiwan*)?
(*Check all that apply*)

(1) Taiwan (2) China (3) Hong Kong、Macao (4) Indonesia (5) Japan (6) Korea
 (7) Malaysia (8) Philippines (9) Singapore (10) Thailand (11) None of the above

(*If you answer (1) or (11), please go on to E*)

D7. From D6, which is your favorite (Taiwan excluded)? Country/area: _____

And in comparison with the answer above, what are the better sides of Taiwan? (Check all that apply) :

(1) Scenery (2) Prices of goods (3) Cuisine (4) Fruits (5) Weather
 (6) Night life (7) Recreational facilities (e.g. amusement parks, golf course, restorpia)
 (8) Historic relics (9) Near the place you live (10) Taiwan custom and culture
 (11) Public safety (12) Democracy (13) Friendliness of people
 (14) Festival activities _____ Others _____

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 the most satisfying? The least satisfying?

The most satisfying: _____

The 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：\_\_\_\_\_