

2005 Annual Survey of Visitors Expenditure and Trends in Taiwan

Data description

■ ‘2005 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

| | |
|--------------|------------------------------------|
| ques2005.pdf | Questionnaire (Adobe Acrobat v9.4) |
|--------------|------------------------------------|

2. Dataset

| | |
|--------------|----------------------------|
| data2005.sav | SPSS Dataset (SPSS v20.0) |
| data2005.dta | STATA Dataset (STATA v9.0) |
| data2005.dat | Source Data (ASCII) |

3. Program

| | |
|--------------|---|
| data2005.sas | SAS program for data2005.dat (SAS v9.3) |
|--------------|---|

■ Guideline for data usage

1. 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 |
|-----------|---------------|---------------|-----------|
| B3 | b3_b | . | 4018 |
| C4 | c4_a | . | 120 |
| C6 | c6_a | . | 170 |
| C7 | c7_a_a | . | 150 |
| C7 | c7_a_b | . | 81 |
| C7 | c7_a_c | . | 72 |
| C7 | c7_a_d | . | 44 |
| C7 | c7_a_e | . | 36 |
| C7 | c7_a_f | . | 30 |
| C7 | c7_a_f_a | . | 63 |
| C7 | c7_a_f_b | . | 56 |
| C7 | c7_a_f_c | . | 64 |
| C7 | c7_a_f_d | . | 57 |

| | | | |
|----|----------|---|----|
| C7 | c7_a_f_e | . | 68 |
| C7 | c7_a_f_f | . | 51 |
| C7 | c7_a_f_g | . | 57 |
| C7 | c7_a_f_h | . | 53 |
| C7 | c7_a_f_i | . | 51 |
| F3 | f3_a | . | 3 |
| F3 | f3_b | . | 3 |
| F3 | f3_c | . | 3 |
| F3 | f3_d | . | 3 |
| F3 | f3_e | . | 3 |

2. Some of data file' s value labels are different from which of questionnaire. It should be complied with the data file.
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). (2005). 2005 Annual Survey of Visitors Expenditure and Trends in Taiwan (AG010005en) [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-AG010005en-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 *****

2005 TRAVELER QUESTIONNAIRE OF TOURISM BUREAU

核定機關：行政院主計處
 核定文號：台(92)處普三字第0920007924號
 調查週期：定期按年調查

| Case Number | | | | | |
|-------------|--|---------------|--|------------------|--|
| Residence | | Month Date | | Serial Number | |
| | | | | | |

Dear Sir or Madam,

We are conducting this survey to obtain a better understanding of your consumption during your stay in Taiwan and also, so we can improve our tourism facilities. In order to understand your needs and offer better service, the Ministry of Communication sincerely invites you to assist us in filling out this questionnaire.

Graduate Institute of Applied Statistics, Fu-Jen Catholic University

Interview Time: _____ :

A、General Information

- A1. When did you arrive in Taiwan on this trip? Date (m/d/y) : _____ / _____ / _____
 (month) (day) (year)
- A2. Where did you arrive in Taiwan?
 (1) Chiang Kai-Shek (**Taipei**) International Airport (2) Kaohsiung International Airport
 (3) Keelung Port (4) Kaohsiung Port (5) Others (please specify) _____
- A3. After you arrived in Taiwan, how did you leave the airport (port)? _____ Satisfaction _____
 And today, how did you get to this airport? _____ Satisfaction _____
 (5= excellent, 4=good, 3=fair, 2=poor, 1=very poor)
- (1) Cars arranged by travel agencies (2) Hotel shuttle buses or limousine
 (3) Public transportation (4) Taxis (5) Air planes
 (6) Cars of relatives, friends or business offices (7) Others _____

B、Plan for Your Trip

- B1.1. Before arrival, had you ever read or seen any advertisement or reports related to Taiwan tourism?
 (1) Yes (**Go on to 2.**) (2) No (**Go on to B2**)
2. How much did the below media influence your decision to make a sightseeing trip to Taiwan on this time or in the future? (5= Entirely, 4= A lot, 3= A little, 2= Somewhat, 1= Not at all)
- | | 5 | 4 | 3 | 2 | 1 | no experience |
|--|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| (1). Newspapers、magazines、books | <input type="checkbox"/> |
| (2). Undergrounds(subways)、advertisement boxes、advertisement on buses... | <input type="checkbox"/> |
| (3). TV、radio | <input type="checkbox"/> |
| (4). Internet | <input type="checkbox"/> |
| (5). Int'l travel exhibitions | <input type="checkbox"/> |
- B2.1. Did you once take one handbook called 'TOURIST PASS' for free? (1) Yes (2) No (**Go on to B3**)
 2. Have you made use of 'TOURIST PASS' as your travel reference? (1) Yes (**Go on to B3**) (2) No
 3. Why haven't you made use of it? _____
- B3. What are the purposes of your current visit to Taiwan?
 (Please use "A" to signify main purpose, and use "B" to signify secondary purpose)
 (1) Pleasure (2) Business (3) Int'l conference or exhibition
 (4) Visiting friends or relatives (5) Study (6) Others _____
- (If you answer is "(1)", please go on to B4. If your answer is "(2)" or "(3)", please go on to B5. If not, please go on to section C.)
- B4. What would be the reasons that you visited Taiwan this time? (Check all that apply)
 (1) Scenery (2) Attending festival activities _____ (3) Prices of goods (4) Cuisine (5) Fruits
 (6) Weather (7) Night life (8) Recreational facilities (e.g. amusement parks, golf course, restorpia)
 (9) Historic relics (10) Arrangement by company (11) Near the place you live
 (12) Taiwan custom and culture (13) Public security (14) Democracy (15) Other _____
 (16) Health Care (Cosmetic surgery, Physical examination, or Lasik.....)
- B5. 1. Did you spend your free time on sightseeing during this visit in Taiwan?
 A. Yes. (1) Half a day (2) 1 day (3) 2 days (4) 3 days (5) 4 days (6) Over 5 days
 B. No. Why? (**Check all that apply**)
 (1) Local office or sponsor didn't arrange it (2) Time isn't enough
 (3) Lack of tourism information (4) The package tours were not accessible
 (5) Nothing interesting Others _____
- < If attending "Int'l conference or exhibition" is neither main purpose nor secondary purpose, please go on to Section C. >

B5.2. Please rank your satisfaction with this Int'l conference or exhibition :

(5= excellent, 4=good, 3=fair, 2=poor, 1=very poor)

| | 5 | 4 | 3 | 2 | 1 | no experience |
|--|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| (1) Arrangements of agendas or exhibition | <input type="checkbox"/> | |
| (2) Facilities of conference or exhibition | <input type="checkbox"/> | |
| (3) Convenience of local transportation | <input type="checkbox"/> | |
| (4) Your sightseeing tour | <input type="checkbox"/> |

B5.3. Your opinion regarding Taiwan's development in international conference or exhibited field :

C、Spending Behavior

C1. How did you arrange this trip to Taiwan?

- (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 your answer is "(5)", please go on to C3.)

C2. Please rank your satisfaction level with the service of the travel agency or the tour guide with respect to the following : (5= excellent, 1= very poor)

| | 5 | 4 | 3 | 2 | 1 | self-arranged |
|---|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| 1. Arrangement of your tour schedule..... | <input type="checkbox"/> |
| 2. Arrangement of accommodation location | <input type="checkbox"/> |
| 3. Arrangement of transportation | <input type="checkbox"/> |
| 4. Arrangement of meals and beverages | <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 prepay some expenses before arrival?

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

C4. How much did you prepay before arrival? _____ (Type of currency : _____)
 (Air/ship fare excluded)

C5. Which of the following expenses did you prepay before arrival? (Check all that apply)

- (1) Hotel bills (2) Meals outside hotels (3) Domestic transportation
 (4) Entertainment (5) Miscellaneous

C6. How much money in total did you pay in Taiwan **this trip**? (Please exclude prepayment)
 _____ (Type of currency : _____)

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

1. Hotel bills : _____ % _____ person(s)
 2. Meals outside hotels : _____ % _____ person(s)
 3. Domestic transportation : _____ % _____ person(s)
 4. Entertainment : _____ % _____ person(s)
 5. Miscellaneous : _____ % _____ person(s)
 6. Shopping : _____ % _____ person(s)
 (1) Clothes or accessories: _____ %
 (2) Jewelry or jade: _____ %
 (3) Souvenirs or handcrafted products: _____ %
 (4) Cosmetics or perfumes: _____ %
 (5) Local eatable famous or specialty products: _____ %
 (6) Alcohol, tobacco or cigarettes: _____ %
 (7) Chinese herbal medicine or health food: _____ %
 (8) 3C or electric appliance: _____ %
 (9) Other: _____ %

C8. Have you ever applied for tax return (shopping) in Taiwan ?

- (1) Yes (Go on to C9) (2) No Why? _____ (Go on to D)

C9. Do you think the tax return (shopping) procedure convenient ?

- (1) Yes (2) No Why? _____

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 acupuncture
- (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 (16) Other _____

D2. What sightseeing spots in Taiwan did you visit **on this trip**?

1. Favorite sightseeing spot : _____ (*above*) Why? _____
2. Least favorite sightseeing spot : _____
- Reason(s): (1) Scenery (2) Recreational facilities (3) Environment
 (4) Inconvenient transportation (5) Others _____

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

- (1) Hotels (or hostels)------(name) : _____
 How satisfied are you with the hotel(s)? _____
 (5 = excellent, 4 = good, 3 = fair, 2 = poor, 1 = very poor)
- Rate (per night): (1) under 45US\$ (2) 45-90US\$ (3) 90-135US\$
 (4) over 135US\$ (If you answered (1) or (2) to C1 · the 'Rate (per night)' can be omitted)
- (2) The home of relatives or friends (3) Dormitory (4) Rental apartments
- (5) Temples, seminaries, or churches (6) Youth hostel or community centers _____
- (7) Home stay or B&B (bed & breakfast) _____ (8) Other _____

D4. Would you consider visiting Taiwan again?

- (1) Yes, **one** 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? _____

D5. How satisfied are you with your experiences during this trip in Taiwan in terms of the following?

(5 = excellent, 4 = good, 3 = fair, 2 = poor, 1 = very poor)

| | <u>5</u> | <u>4</u> | <u>3</u> | <u>2</u> | <u>1</u> | <u>no experience</u> |
|--|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| 1. Convenience | | | | | | |
| (1) Efficiency of applying for visa | <input type="checkbox"/> |
| (2) International transportation to Taiwan (travel arrangements) | <input type="checkbox"/> | |
| (3) Communication facilities (Int'l public telephone, Internet) | <input type="checkbox"/> |
| (4) Access to travel information | <input type="checkbox"/> |
| (5) Local transportation | <input type="checkbox"/> |
| (6) Immigration procedures (entering) after arrival | <input type="checkbox"/> | |
| (7) Customs passing procedures | <input type="checkbox"/> | |
| 2. Internationalization of environment | | | | | | |
| (1) Clearness of road signs and public facilities signs | <input type="checkbox"/> | |
| (2) Access to services in language communication | <input type="checkbox"/> | |
| (3) Friendliness of Taiwan people | <input type="checkbox"/> | |
| 3. Safety | | | | | | |
| (1) Safety of recreational facilities | <input type="checkbox"/> |
| (2) Public peace | <input type="checkbox"/> | |
| (3) Safety of accommodation facilities | <input type="checkbox"/> |
| (4) Safety of Environmental hygiene (sanitation) | <input type="checkbox"/> | |
| 4. Please evaluate your overall satisfaction with this trip to Taiwan | <input type="checkbox"/> | |

