

2001 SURVEY OF TOURISTS QUESTIONNAIRE

Sponsored by Tourism Bureau
Survey No : 台(89)處普三字
第 00927 號
Frequency of survey : annually

Case Number					
Residence		Month Date		Serial number	

Dear Sir or Madam:

We are conducting this survey to for a better understanding of your consumption during your stay in Taiwan and also for the improvement of the tourism facilities. In order to understand your needs, and to offer better services, we sincerely invite 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 enter Taiwan on this trip ? Date (m/d/y) : _____ / _____ / _____
- A2. Where did you enter Taiwan ?
☐ (1) Chiang Kai-Shek International Airport ☐ (2) Kaohsiung International Airport
☐ (3) Keelung Port ☐ (4) Kaohsiung Port ☐ (5) others (please specify) _____
- A3. What kind of transportation did you take to leave the airport? _____ Satisfaction _____
 And get to the airport (port)? _____ Satisfaction _____
 (5=very satisfied, 4=satisfied, 3=okay, 2=not satisfied, 1=far from satisfied)
 (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 ☐ other _____
- A4. How many times have you been to Taiwan during the last three years(including this trip)?
☐ (1) once ☐ (2) twice ☐ (3) three times ☐ (4) four times ☐ (5) over five times
- A5. Did anyone accompany you to Taiwan on this visit ?
☐ (1) Yes ☐ (2) No (go on to B · Plan for Your Trip)
- A6. If yes, who came with you on this visit ? (Check all that apply)
☐ (1) spouse ☐ (2) children ☐ (3) relatives ☐ (4) colleagues ☐ (5) friends other _____

B · Plan for Your Trip

- B1. Which of the following sources for Taiwan tourism information would you like to get? (Check all that apply)
☐ (1) newspapers ☐ (2) common magazines, books ☐ (3) International tourism exhibition
☐ (4) travel agencies ☐ (5) TV, radio ☐ (6) hotels ☐ (7) airports
☐ (8) R.O.C. overseas offices ☐ (9) Internet other _____
- B2. What are the purposes of your current visit to Taiwan ?
 (Please use "A" to signify your main purpose, and use "B" to signify secondary purpose)
 _____ (1) sightseeing _____ (2) business _____ (3) attending an international conference
 _____ (4) visiting friends or relatives _____ (5) study _____ (6) other _____
 (If your answer to B2 is "(1)". Please go on to B3. If your answer is "(2)". Please go on to B4.
 If your answer is "(3)". Please go on to B5. If not, please go on to Section C.
- B3. What are the reasons that you visit Taiwan ? (Check all that apply)
☐ (1) scenery ☐ (2) specific activities (Lantern Festival, Food Festival, International Hsiukuluan
 White-water Rafting, Taipei International Travel Fair)
☐ (3) prices of goods ☐ (4) cuisine ☐ (5) fruits ☐ (6) weather
☐ (7) night life ☐ (8) leisure facilities(e.g. amusement park, restorpia, golf course)
☐ (9) historic relics ☐ (10) arrangement by office ☐ (11) near the place you live
☐ (12) Taiwan custom and culture ☐ (13) public securities ☐ (14) democracy other _____
- B4. Did you take any tour at your leisure? ☐ (1) Yes (Go on to Section C) ☐ (2) No
 If not, why not? ☐ (1) time isn't enough ☐ (2) lack of tourism information
☐ (3) package tour not accessible ☐ (4) nothing interesting
☐ (5) other reason(s): _____

B5. What kind of international conference/exhibition did you attend?

- ☐ (1) Academics ☐ (2) Technology ☐ (3) Corporation ☐ (4) Medical Science
☐ (5) Religion ☐ (6) Other _____

Where did the conference/exhibition take place? _____

Did you participate in any tour during the conference/exhibition? ☐ (1) Yes ☐ (2) No

If not, why not? ☐ (1) not arranged by the conference/exhibition

☐ (2) time isn't enough

☐ (3) lack of tourism information

☐ (4) package tour not accessible ☐ (5) nothing interesting

☐ (6) other reason(s): _____

Please rank your satisfaction with the conference/exhibition.

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

	5	4	3	2	1
1. arrangement of the conference/exhibition-----	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. facilities of the conference/exhibition-----	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. conveniency in transportation-----	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. arrangement of the tour-----	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

What is your suggestion for Taiwan government to plan more conferences and exhibitions? _____

C. Activities of Tourists

C1. During your trip to Taiwan, which of the following activities have you participated in?

(Check all that apply)

- ☐ (1) sightseeing
☐ (2) outdoor activities (for example, hiking, diving or bird watching)
☐ (3) playing golf ☐ (4) hot spring (spa) ☐ (5) shopping ☐ (6) visiting historic scenic spot:
☐ (7) wedding photography, personal albums of pictures ☐ (8) cosmetic preparation
☐ (9) Karaoke or K.T.V. ☐ (10) pubs or night clubs ☐ (11) attending an exhibition
☐ (12) massage ☐ (13) photography ☐ (14) participating culture activities
☐ (15) Mighty Earth Tour (a visit to the earthquake-damaged area) Other _____

C2. 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 _____

C3. At what hotels or locations did you stay during your visit in Taiwan? (Check all that apply)

☐ (1) hotel (or hostel)----- (name) : _____

How satisfied are you with the hotel(s) _____

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

☐ (2) home of relatives or friends ☐ (3) dormitory

☐ (4) rental apartments ☐ (5) temples, convents or churches

☐ (6) community centers other _____

C4. 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 _____

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

☐ (4) domestic transportation ☐ (5) fax service

☐ (6) internet service

☐ (7) others _____ (Check all that apply)

C5. Do you think you will visit Taiwan again?

☐ (1) Yes

☐ (2) No

Why not? _____

C6. Based on your experience in Taiwan, what are your impressions of the following aspects of Taiwan compared with your original expectations ?

	<i>better</i>	<i>about the same</i>	<i>worse</i>	<i>no experience</i>
1. historic relics -----	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. scenery-----	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. prices of goods-----	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. cuisine-----	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. weather-----	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. public securities-----	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. recreational facilities(e.g. amusement park,	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. traffic -----	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9. friendliness of people -----	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10. surrounding sanitation-----	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

D · Spending Habits

D1. What kind of arrangements did you make for this trip ?

- ☐ (1) individual package tour ☐ (2) group package tour
☐ (3) booking tickets and arranging accommodations through travel agencies
☐ (4) self-arranged tour, with activities arranged by a local travel agency after arriving in Taiwan
☐ (5) self-arranged tour, without activities arranged by a local travel agency after arriving in Taiwan (*If your answer is "5", please go on to D3.*)

D2. 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*)

	<i>5</i>	<i>4</i>	<i>3</i>	<i>2</i>	<i>1</i>	<i>self-arranged</i>
1. arrangement of your visit-----	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. arrangement of accommodations-----	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. arrangement of transportation-----	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. arrangement of meals-----	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. the service of the tour guides-----	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. the professionalism of the tour guides-----	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. overall impression-----	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

D3. 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 D6.*)

D4. How much did you pay in advance ? _____ (*type of currency : _____*)
(Air/ship fare excluded)

D5. 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

D6. During your trip in Taiwan, how much money in total did you spend ?

_____ (*type of currency : _____*)

D7. Based on the total sum mentioned in item D6, 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: | _____ | _____% |

D8. How many people were the above expenses used for? _____ (including yourself)

D9. What form of payment did you use? : (Check all that apply)

☐ (1) cash ☐ (2) traveler's check ☐ (3) credit cards other _____

E · Personal Information

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) students ☐ (10) retired ☐ (11) other _____

E7. Sex : ☐ (1) male ☐ (2) female

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: \_\_\_\_\_