

Taiwan, ROC

Ching-shu Su

**How Much Do You Understand the Tourists from
Southeast Asian Nations? A Study of Integrating the
Theory of Planned Behavior, Electronic Word-Of-
Mouth and Destination Image to Explore the Behavior of
Inbound Tourists of Taiwan from Southeast Asian Nations**

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Overview	
Identification	E10617en
Version	Production Date: 2020-08-01 1
Abstract	
<p>President Tsai convened meeting on international economic and trade strategy on the 16th of August, 2016, the Republic of China Executive Yuan adopted guidelines for "New Southbound Policy". For the tourism promotion policies, it was proposed that simplifying the visa to Taiwan for the tourists from ASEAN (the Association of Southeast Asian Nations) and the South Asian countries, to driving multi-variant promotional policies for tourism, upgrading tour guides' quality, establishing Muslim tourist-friendly environment (the Republic of China Executive Yuan, 2016). As it can be seen, it's an important goal of the government to develop the tourism for tourists from the ASEAN countries. According to the World Economic Forum (2015), the global travel and tourism competitiveness report addressed that Taiwan was ranked the 32nd and noted that Taiwan travel international visibility was not the top choice of respondents' mind. Therefore, while developing the tourism compatible with the New Southbound Policy, focused on the tourists from ASEAN countries, their intention and attitude toward Taiwan was worth of attention and explored. In this study, the Taiwan inbound tourists from the Southeast Asian Countries were taken as the objects, the theory of planned behavior (TPB) was integrated with electronic word-of-mouth (eWOM), destination image to explore the influential mechanism of tourists' behavior intention. The purposes of this study are to understand the relationships among the TPB variables, eWOM and destination image, and the impact on tourists' behavioral intention, and to construct a tourists' behavior model. For data analysis, the SPSS20.0 statistical software packages will be employed to proceed basic statistical analysis, and Amos 20.0 will be used to proceed confirmatory factor analysis (CFA) and structural equation modeling (SEM). Based on the findings of this study, concrete suggestions were proposed for the development of the tourists from ASEAN countries. For the academic contribution, it'll facilitate further development of the theory of planned behavior.</p>	
Kind of Data	抽查
Unit of Analysis	個人

Scope & Coverage	
Time Period(s)	2017-2018
Countries	Taiwan, ROC
Geographic Coverage	
ASEAN countries	
Universe	
tourists from ASEAN countries	

Producers & Sponsors	
Primary Investigator(s)	Ching-shu Su

Other Producer(s)	Department of Hospitality Management, Ming Chuan University
Funding Agency/ies	Ministry of Science and Technology

Data Collection	
Data Collection Dates	start 2017-11-01 end 2018-03-31
Time Period(s)	start 2017-08-01 end 2018-07-31
Data Collection Mode	留卷自填問卷

Data Processing & Appraisal	
Data Editing The Center for Survey Research (CSR), Research Center for Humanities and Social Sciences Academia Sinica, has checked wild codes and out-of-range values, to validate and clean data.	

Accessibility	
Contact(s)	學術調查研究資料庫(Survey Research Data Archive) (中央研究院人社中心調查研究專題中心) , https://srda.sinica.edu.tw , srda@gate.sinica.edu.tw
Distributor(s)	學術調查研究資料庫(Survey Research Data Archive)
Depositor(s)	Department of Hospitality Management, Ming Chuan University
Access Conditions 標準版(一般會員、院內會員直接下載)	

Files Description

Dataset contains 1 file(s)

data	
# Cases	308
# Variable(s)	55

Variables Group(s)

Dataset contains 4 group(s)

Group Eletronic Words of Mouth (eWOM)							
#	Name	Label	Type	Format	Valid	Invalid	Question
1	v1	1.I often read other tourists' online travel reviews to know what destinations make good impressions on others.	discrete	numeric-8.0	308	0	-
2	v2	2.To make sure I choose the right destination (like Taiwan), I often read other tourists' online travel reviews.	discrete	numeric-8.0	308	0	-
3	v3	3.I often consult other tourists' online travel reviews to help choose an attractive destination (like Taiwan).	discrete	numeric-8.0	308	0	-
4	v4	4.I frequently gather information from tourists' online travel reviews before I travel to a certain destination (like Taiwan).	discrete	numeric-8.0	308	0	-
5	v5	5.If I don't read tourists' online travel reviews when I travel to a destination (like Taiwan), I worry about my decision.	discrete	numeric-8.0	308	0	-
6	v6	6.When I travel to a destination (like Taiwan), tourists' online travel reviews make me confident in traveling to the destination.	discrete	numeric-8.0	308	0	-

Group The image of Taiwan							
#	Name	Label	Type	Format	Valid	Invalid	Question
1	v7	7.Good opportunities for recreation activities	discrete	numeric-8.0	308	0	-
2	v8	8.Good shopping facilities	discrete	numeric-8.0	308	0	-
3	v9	9.Suitable accommodation	discrete	numeric-8.0	308	0	-
4	v10	10.High quality of infrastructure	discrete	numeric-8.0	308	0	-
5	v11	11.Low prices of tourism services	discrete	numeric-8.0	308	0	-
6	v12	12.Good value for money	discrete	numeric-8.0	308	0	-
7	v13	13.Beautiful landscapes	discrete	numeric-8.0	308	0	-
8	v14	14.Fascinating architecture	discrete	numeric-8.0	308	0	-
9	v15	15.Interesting cultural attractions/historical attractions	discrete	numeric-8.0	308	0	-
10	v16	16.Unusual ways of life and customs	discrete	numeric-8.0	308	0	-

#	Name	Label	Type	Format	Valid	Invalid	Question
11	v17	17.Relaxing atmosphere/ peaceful place	discrete	numeric-8.0	308	0	-
12	v18	18.It is slightly crowded	discrete	numeric-8.0	308	0	-
13	v19	19.Place to rest	discrete	numeric-8.0	308	0	-
14	v20	20.Friendly people	discrete	numeric-8.0	308	0	-
15	v21	21.High level of personal safety	discrete	numeric-8.0	308	0	-
16	v22	22.High level of cleanliness	discrete	numeric-8.0	308	0	-
17	v23	23.Unpolluted /unspoiled environment	discrete	numeric-8.0	308	0	-
18	v24	24.The image that I have of Taiwan is as good or even better than other similar destinations	discrete	numeric-8.0	308	0	-

Group The experience of visiting Taiwan

#	Name	Label	Type	Format	Valid	Invalid	Question
1	v25	25.My experience of visiting Taiwan is very good.	discrete	numeric-8.0	308	0	-
2	v26	26.My experience of visiting Taiwan is very desirable.	discrete	numeric-8.0	308	0	-
3	v27	27.My experience of visiting Taiwan is very valuable.	discrete	numeric-8.0	308	0	-
4	v28	28.My experience of visiting Taiwan is very interesting.	discrete	numeric-8.0	308	0	-
5	v29	29.My experience of visiting Taiwan is very enjoyable.	discrete	numeric-8.0	308	0	-
6	v30	30.Most people who are important to me think I should visit Taiwan.	discrete	numeric-8.0	308	0	-
7	v31	31.Most people who are important to me think it's good for me to visit Taiwan.	discrete	numeric-8.0	308	0	-
8	v32	32.Generally speaking, it's expected of me that I visit Taiwan.	discrete	numeric-8.0	308	0	-
9	v33	33.I have enough time to visit Taiwan.	discrete	numeric-8.0	308	0	-
10	v34	34.It was easy for me to acquire the relevant information of visiting Taiwan.	discrete	numeric-8.0	308	0	-
11	v35	35.The transportation of visiting Taiwan was convenient.	discrete	numeric-8.0	308	0	-
12	v36	36.I can afford the expense to visit Taiwan.	discrete	numeric-8.0	308	0	-
13	v37	37.It was safe to visit Taiwan.	discrete	numeric-8.0	308	0	-
14	v38	38.It was available for me to visit Taiwan with company.	discrete	numeric-8.0	308	0	-

#	Name	Label	Type	Format	Valid	Invalid	Question
15	v39	39.I will provide positive word-of-mouth for visiting Taiwan.	discrete	numeric-8.0	308	0	-
16	v40	40.I will recommend other people to visit Taiwan.	discrete	numeric-8.0	308	0	-
17	v41	41.I predict I will visit Taiwan in the future.	discrete	numeric-8.0	308	0	-
18	v42	42.I will visit Taiwan rather than any other tourism destination.	discrete	numeric-8.0	308	0	-
19	v43	43.If everything goes as I think, I will visit Taiwan in the future.	discrete	numeric-8.0	308	0	-

Group Personal Information

#	Name	Label	Type	Format	Valid	Invalid	Question
1	v44	Your nationality	discrete	numeric-8.0	308	0	-
2	v45	The country of your residence	discrete	numeric-8.0	308	0	-
3	v46	Age	discrete	numeric-8.0	308	0	-
4	v47	Gender	discrete	numeric-8.0	308	0	-
5	v48	Your occupation	discrete	numeric-8.0	308	0	-
6	v49	Your highest level education is:	discrete	numeric-8.0	308	0	-
7	v50	Marital status	discrete	numeric-8.0	308	0	-
8	v51	Your annual income is about:	discrete	numeric-8.0	308	0	-
9	v52	How many days have you spent in taiwan?	discrete	numeric-8.0	308	0	-
10	v53	How many times have you been to taiwan?	discrete	numeric-8.0	308	0	-
11	v54	Who arranged this trip?	discrete	numeric-8.0	308	0	-
12	v55	What type of this trip?	discrete	numeric-8.0	308	0	-

Variables Description

Dataset contains 55 variable(s)

File : data

v1: 1.I often read other tourists' online travel reviews to know what destinations make good impressions on others.

Information [Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]

Statistics [NW/ W] [Valid=308 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	strongly disagree	5	1.6%
2	mostly disagree	15	4.9%
3	somewhat disagree	24	7.8%
4	neither agree nor disagree	63	20.5%
5	somewhat agree	92	29.9%
6	mostly agree	73	23.7%
7	strongly agree	36	11.7%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

v2: 2.To make sure I choose the right destination (like Taiwan), I often read other tourists' online travel reviews.

Information [Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]

Statistics [NW/ W] [Valid=308 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	strongly disagree	5	1.6%
2	mostly disagree	10	3.2%
3	somewhat disagree	27	8.8%
4	neither agree nor disagree	57	18.5%
5	somewhat agree	95	30.8%
6	mostly agree	74	24.0%
7	strongly agree	40	13.0%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

v3: 3.I often consult other tourists' online travel reviews to help choose an attractive destination (like Taiwan).

Information [Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]

Statistics [NW/ W] [Valid=308 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	strongly disagree	5	1.6%
2	mostly disagree	17	5.5%
3	somewhat disagree	24	7.8%
4	neither agree nor disagree	54	17.5%
5	somewhat agree	83	26.9%
6	mostly agree	86	27.9%
7	strongly agree	39	12.7%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

v4: 4.I frequently gather information from tourists' online travel reviews before I travel to a certain destination (like Taiwan).

Information [Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]

Statistics [NW/ W] [Valid=308 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	strongly disagree	3	1.0%
2	mostly disagree	8	2.6%

File : data

v4: 4.I frequently gather information from tourists' online travel reviews before I travel to a certain destination (like Taiwan).

Value	Label	Cases	Percentage
3	somewhat disagree	23	7.5%
4	neither agree nor disagree	59	19.2%
5	somewhat agree	93	30.2%
6	mostly agree	81	26.3%
7	strongly agree	41	13.3%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

v5: 5.If I don't read tourists' online travel reviews when I travel to a destination (like Taiwan), I worry about my decision.

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=308 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	strongly disagree	11	3.6%
2	mostly disagree	21	6.8%
3	somewhat disagree	35	11.4%
4	neither agree nor disagree	64	20.8%
5	somewhat agree	82	26.6%
6	mostly agree	55	17.9%
7	strongly agree	40	13.0%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

v6: 6.When I travel to a destination (like Taiwan), tourists' online travel reviews make me confident in traveling to the destination.

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=308 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	strongly disagree	6	1.9%
2	mostly disagree	6	1.9%
3	somewhat disagree	26	8.4%
4	neither agree nor disagree	77	25.0%
5	somewhat agree	75	24.4%
6	mostly agree	77	25.0%
7	strongly agree	41	13.3%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

v7: 7.Good opportunities for recreation activities

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=308 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	strongly disagree	0	
2	mostly disagree	3	1.0%
3	somewhat disagree	14	4.5%
4	neither agree nor disagree	59	19.2%
5	somewhat agree	99	32.1%

File : data

v7: 7.Good opportunities for recreation activities

Value	Label	Cases	Percentage
6	mostly agree	90	29.2%
7	strongly agree	43	14.0%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

v8: 8.Good shopping facilities

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=308 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	strongly disagree	0	
2	mostly disagree	6	1.9%
3	somewhat disagree	16	5.2%
4	neither agree nor disagree	62	20.1%
5	somewhat agree	87	28.2%
6	mostly agree	91	29.5%
7	strongly agree	46	14.9%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

v9: 9.Suitable accommodation

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=308 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	strongly disagree	3	1.0%
2	mostly disagree	2	0.6%
3	somewhat disagree	18	5.8%
4	neither agree nor disagree	51	16.6%
5	somewhat agree	102	33.1%
6	mostly agree	86	27.9%
7	strongly agree	46	14.9%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

v10: 10.High quality of infrastructure

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=308 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	strongly disagree	0	
2	mostly disagree	4	1.3%
3	somewhat disagree	17	5.5%
4	neither agree nor disagree	66	21.4%
5	somewhat agree	92	29.9%
6	mostly agree	90	29.2%
7	strongly agree	39	12.7%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

v11: 11.Low prices of tourism services

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
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File : data

v11: 11.Low prices of tourism services

Statistics [NW/ W] [Valid=308 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	strongly disagree	1	0.3%
2	mostly disagree	6	1.9%
3	somewhat disagree	25	8.1%
4	neither agree nor disagree	86	27.9%
5	somewhat agree	95	30.8%
6	mostly agree	73	23.7%
7	strongly agree	22	7.1%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

v12: 12.Good value for money

Information [Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]

Statistics [NW/ W] [Valid=308 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	strongly disagree	2	0.6%
2	mostly disagree	9	2.9%
3	somewhat disagree	22	7.1%
4	neither agree nor disagree	72	23.4%
5	somewhat agree	107	34.7%
6	mostly agree	65	21.1%
7	strongly agree	31	10.1%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

v13: 13.Beautiful landscapes

Information [Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]

Statistics [NW/ W] [Valid=308 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	strongly disagree	1	0.3%
2	mostly disagree	7	2.3%
3	somewhat disagree	17	5.5%
4	neither agree nor disagree	42	13.6%
5	somewhat agree	75	24.4%
6	mostly agree	94	30.5%
7	strongly agree	72	23.4%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

v14: 14.Fascinating architecture

Information [Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]

Statistics [NW/ W] [Valid=308 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	strongly disagree	3	1.0%
2	mostly disagree	8	2.6%
3	somewhat disagree	24	7.8%
4	neither agree nor disagree	59	19.2%

File : data

v14: 14.Fascinating architecture

Value	Label	Cases	Percentage
5	somewhat agree	95	30.8%
6	mostly agree	76	24.7%
7	strongly agree	43	14.0%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

v15: 15.Interesting cultural attractions/historical attractions

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=308 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	strongly disagree	0	
2	mostly disagree	2	0.6%
3	somewhat disagree	18	5.8%
4	neither agree nor disagree	62	20.1%
5	somewhat agree	102	33.1%
6	mostly agree	78	25.3%
7	strongly agree	46	14.9%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

v16: 16.Unusual ways of life and customs

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=308 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	strongly disagree	3	1.0%
2	mostly disagree	3	1.0%
3	somewhat disagree	13	4.2%
4	neither agree nor disagree	77	25.0%
5	somewhat agree	101	32.8%
6	mostly agree	65	21.1%
7	strongly agree	46	14.9%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

v17: 17.Relaxing atmosphere/peaceful place

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=308 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	strongly disagree	2	0.6%
2	mostly disagree	3	1.0%
3	somewhat disagree	31	10.1%
4	neither agree nor disagree	50	16.2%
5	somewhat agree	79	25.6%
6	mostly agree	92	29.9%
7	strongly agree	51	16.6%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

File : data

v18: 18.It is slightly crowded

Information [Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]

Statistics [NW/ W] [Valid=308 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	strongly disagree	2	0.6%
2	mostly disagree	8	2.6%
3	somewhat disagree	17	5.5%
4	neither agree nor disagree	77	25.0%
5	somewhat agree	105	34.1%
6	mostly agree	64	20.8%
7	strongly agree	35	11.4%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

v19: 19.Place to rest

Information [Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]

Statistics [NW/ W] [Valid=308 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	strongly disagree	5	1.6%
2	mostly disagree	6	1.9%
3	somewhat disagree	18	5.8%
4	neither agree nor disagree	58	18.8%
5	somewhat agree	78	25.3%
6	mostly agree	97	31.5%
7	strongly agree	46	14.9%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

v20: 20.Friendly people

Information [Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]

Statistics [NW/ W] [Valid=308 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	strongly disagree	0	
2	mostly disagree	7	2.3%
3	somewhat disagree	13	4.2%
4	neither agree nor disagree	49	15.9%
5	somewhat agree	76	24.7%
6	mostly agree	81	26.3%
7	strongly agree	82	26.6%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

v21: 21.High level of personal safety

Information [Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]

Statistics [NW/ W] [Valid=308 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	strongly disagree	0	
2	mostly disagree	4	1.3%
3	somewhat disagree	17	5.5%

File : data

v21: 21.High level of personal safety

Value	Label	Cases	Percentage
4	neither agree nor disagree	53	17.2%
5	somewhat agree	88	28.6%
6	mostly agree	74	24.0%
7	strongly agree	72	23.4%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

v22: 22.High level of cleanliness

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=308 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	strongly disagree	0	
2	mostly disagree	4	1.3%
3	somewhat disagree	14	4.5%
4	neither agree nor disagree	52	16.9%
5	somewhat agree	83	26.9%
6	mostly agree	90	29.2%
7	strongly agree	65	21.1%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

v23: 23.Unpolluted /unspoiled environment

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=308 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	strongly disagree	1	0.3%
2	mostly disagree	4	1.3%
3	somewhat disagree	24	7.8%
4	neither agree nor disagree	51	16.6%
5	somewhat agree	107	34.7%
6	mostly agree	80	26.0%
7	strongly agree	41	13.3%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

v24: 24.The image that I have of Taiwan is as good or even better than other similar destinations

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=308 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	strongly disagree	1	0.3%
2	mostly disagree	7	2.3%
3	somewhat disagree	12	3.9%
4	neither agree nor disagree	62	20.1%
5	somewhat agree	93	30.2%
6	mostly agree	80	26.0%
7	strongly agree	53	17.2%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

File : data**# v25: 25.My experience of visiting Taiwan is very good.****Information** [Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]**Statistics [NW/ W]** [Valid=308 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	strongly disagree	1	0.3%
2	mostly disagree	3	1.0%
3	somewhat disagree	17	5.5%
4	neither agree nor disagree	42	13.6%
5	somewhat agree	84	27.3%
6	mostly agree	83	26.9%
7	strongly agree	78	25.3%

*Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.***# v26: 26.My experience of visiting Taiwan is very desirable.****Information** [Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]**Statistics [NW/ W]** [Valid=308 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	strongly disagree	0	
2	mostly disagree	5	1.6%
3	somewhat disagree	15	4.9%
4	neither agree nor disagree	58	18.8%
5	somewhat agree	77	25.0%
6	mostly agree	89	28.9%
7	strongly agree	64	20.8%

*Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.***# v27: 27.My experience of visiting Taiwan is very valuable.****Information** [Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]**Statistics [NW/ W]** [Valid=308 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	strongly disagree	1	0.3%
2	mostly disagree	2	0.6%
3	somewhat disagree	10	3.2%
4	neither agree nor disagree	51	16.6%
5	somewhat agree	80	26.0%
6	mostly agree	100	32.5%
7	strongly agree	64	20.8%

*Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.***# v28: 28.My experience of visiting Taiwan is very interesting.****Information** [Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]**Statistics [NW/ W]** [Valid=308 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	strongly disagree	0	
2	mostly disagree	5	1.6%
3	somewhat disagree	11	3.6%

File : data

v28: 28.My experience of visiting Taiwan is very interesting.

Value	Label	Cases	Percentage
4	neither agree nor disagree	48	15.6%
5	somewhat agree	81	26.3%
6	mostly agree	92	29.9%
7	strongly agree	71	23.1%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

v29: 29.My experience of visiting Taiwan is very enjoyable.

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=308 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	strongly disagree	4	1.3%
2	mostly disagree	3	1.0%
3	somewhat disagree	9	2.9%
4	neither agree nor disagree	49	15.9%
5	somewhat agree	66	21.4%
6	mostly agree	97	31.5%
7	strongly agree	80	26.0%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

v30: 30.Most people who are important to me think I should visit Taiwan.

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=308 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	strongly disagree	3	1.0%
2	mostly disagree	5	1.6%
3	somewhat disagree	21	6.8%
4	neither agree nor disagree	64	20.8%
5	somewhat agree	84	27.3%
6	mostly agree	94	30.5%
7	strongly agree	37	12.0%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

v31: 31.Most people who are important to me think it's good for me to visit Taiwan.

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=308 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	strongly disagree	1	0.3%
2	mostly disagree	2	0.6%
3	somewhat disagree	19	6.2%
4	neither agree nor disagree	70	22.7%
5	somewhat agree	96	31.2%
6	mostly agree	79	25.6%
7	strongly agree	41	13.3%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

File : data

v32: 32. Generally speaking, it's expected of me that I visit Taiwan.

Information [Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]

Statistics [NW/ W] [Valid=308 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	strongly disagree	0	
2	mostly disagree	2	0.6%
3	somewhat disagree	19	6.2%
4	neither agree nor disagree	65	21.1%
5	somewhat agree	88	28.6%
6	mostly agree	87	28.2%
7	strongly agree	47	15.3%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

v33: 33. I have enough time to visit Taiwan.

Information [Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]

Statistics [NW/ W] [Valid=308 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	strongly disagree	0	
2	mostly disagree	10	3.2%
3	somewhat disagree	17	5.5%
4	neither agree nor disagree	70	22.7%
5	somewhat agree	88	28.6%
6	mostly agree	70	22.7%
7	strongly agree	53	17.2%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

v34: 34. It was easy for me to acquire the relevant information of visiting Taiwan.

Information [Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]

Statistics [NW/ W] [Valid=308 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	strongly disagree	1	0.3%
2	mostly disagree	2	0.6%
3	somewhat disagree	20	6.5%
4	neither agree nor disagree	68	22.1%
5	somewhat agree	89	28.9%
6	mostly agree	74	24.0%
7	strongly agree	54	17.5%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

v35: 35. The transportation of visiting Taiwan was convenient.

Information [Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]

Statistics [NW/ W] [Valid=308 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	strongly disagree	1	0.3%
2	mostly disagree	4	1.3%
3	somewhat disagree	18	5.8%

File : data

v35: 35.The transportation of visiting Taiwan was convenient.

Value	Label	Cases	Percentage
4	neither agree nor disagree	53	17.2%
5	somewhat agree	81	26.3%
6	mostly agree	76	24.7%
7	strongly agree	75	24.4%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

v36: 36.I can afford the expense to visit Taiwan.

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=308 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	strongly disagree	1	0.3%
2	mostly disagree	3	1.0%
3	somewhat disagree	13	4.2%
4	neither agree nor disagree	65	21.1%
5	somewhat agree	101	32.8%
6	mostly agree	67	21.8%
7	strongly agree	58	18.8%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

v37: 37.It was safe to visit Taiwan.

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=308 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	strongly disagree	2	0.6%
2	mostly disagree	7	2.3%
3	somewhat disagree	9	2.9%
4	neither agree nor disagree	41	13.3%
5	somewhat agree	73	23.7%
6	mostly agree	96	31.2%
7	strongly agree	80	26.0%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

v38: 38.It was available for me to visit Taiwan with company.

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=308 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	strongly disagree	8	2.6%
2	mostly disagree	5	1.6%
3	somewhat disagree	19	6.2%
4	neither agree nor disagree	61	19.8%
5	somewhat agree	82	26.6%
6	mostly agree	68	22.1%
7	strongly agree	65	21.1%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

File : data

v39: 39.I will provide positive word-of-mouth for visiting Taiwan.

Information [Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]

Statistics [NW/ W] [Valid=308 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	strongly disagree	2	0.6%
2	mostly disagree	5	1.6%
3	somewhat disagree	14	4.5%
4	neither agree nor disagree	59	19.2%
5	somewhat agree	83	26.9%
6	mostly agree	76	24.7%
7	strongly agree	69	22.4%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

v40: 40.I will recommend other people to visit Taiwan.

Information [Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]

Statistics [NW/ W] [Valid=308 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	strongly disagree	0	
2	mostly disagree	7	2.3%
3	somewhat disagree	10	3.2%
4	neither agree nor disagree	50	16.2%
5	somewhat agree	79	25.6%
6	mostly agree	96	31.2%
7	strongly agree	66	21.4%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

v41: 41.I predict I will visit Taiwan in the future.

Information [Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]

Statistics [NW/ W] [Valid=308 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	strongly disagree	3	1.0%
2	mostly disagree	11	3.6%
3	somewhat disagree	20	6.5%
4	neither agree nor disagree	50	16.2%
5	somewhat agree	68	22.1%
6	mostly agree	79	25.6%
7	strongly agree	77	25.0%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

v42: 42.I will visit Taiwan rather than any other tourism destination.

Information [Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]

Statistics [NW/ W] [Valid=308 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	strongly disagree	6	1.9%
2	mostly disagree	6	1.9%
3	somewhat disagree	28	9.1%

File : data

v42: 42.I will visit Taiwan rather than any other tourism destination.

Value	Label	Cases	Percentage
4	neither agree nor disagree	77	25.0%
5	somewhat agree	78	25.3%
6	mostly agree	73	23.7%
7	strongly agree	40	13.0%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

v43: 43.If everything goes as I think, I will visit Taiwan in the future.

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=308 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	strongly disagree	7	2.3%
2	mostly disagree	0	
3	somewhat disagree	18	5.8%
4	neither agree nor disagree	51	16.6%
5	somewhat agree	88	28.6%
6	mostly agree	77	25.0%
7	strongly agree	67	21.8%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

v44: Your nationality

Information	[Type= discrete] [Format=numeric] [Range= 1-6] [Missing=*]
Statistics [NW/ W]	[Valid=308 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	Malaysia	261	84.7%
2	Vietnam	10	3.2%
3	Indonesia	26	8.4%
4	Philippines	5	1.6%
5	Others	5	1.6%
6		1	0.3%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

v45: The country of your residence

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=308 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	Malaysia	257	83.4%
2	Vietnam	10	3.2%
3	Indonesia	21	6.8%
4	Philippines	5	1.6%
5	Others	15	4.9%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

v46: Age

Information	[Type= discrete] [Format=numeric] [Range= 1-2] [Missing=*]
Statistics [NW/ W]	[Valid=308 /-] [Invalid=0 /-]

File : data

v46: Age

Value	Label	Cases	Percentage
1	Male	141	45.8%
2	Female	167	54.2%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

v47: Gender

Information [Type= discrete] [Format=numeric] [Range= 1-6] [Missing=*]

Statistics [NW/ W] [Valid=308 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	Under 20	95	30.8%
2	21~30	177	57.5%
3	31~40	14	4.5%
4	41~50	18	5.8%
5	51~60	4	1.3%
6	61 and more	0	

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

v48: Your occupation

Information [Type= discrete] [Format=numeric] [Range= 1-9] [Missing=*]

Statistics [NW/ W] [Valid=308 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	Business owner, manager, staff	45	14.6%
2	Professionals	17	5.5%
3	Education or culture worker	19	6.2%
4	Government employee	9	2.9%
5	Agricultural, animal husbandry, forestry & fishing workers	2	0.6%
6	Housewife	3	1.0%
7	Retired people	0	
8	Student	198	64.3%
9	Others	15	4.9%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

v49: Your highest level education is:

Information [Type= discrete] [Format=numeric] [Range= 1-8] [Missing=*]

Statistics [NW/ W] [Valid=308 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	Junior high school	8	2.6%
2	Senior (vocational) high school	65	21.1%
3	University	203	65.9%
4	Graduate school and over	30	9.7%
8		2	0.6%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

v50: Marital status

Information [Type= discrete] [Format=numeric] [Range= 1-4] [Missing=*]

Statistics [NW/ W] [Valid=308 /-] [Invalid=0 /-]

File : data

v50: Marital status

Value	Label	Cases	Percentage
1	Married with kids	24	7.8%
2	Married with no kids	13	4.2%
3	Single	269	87.3%
4		2	0.6%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

v51: Your annul income is about:**Information** [Type= discrete] [Format=numeric] [Range= 1-6] [Missing=*]**Statistics [NW/ W]** [Valid=308 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	Under US\$15,000	233	75.6%
2	US\$15,000~US\$29,999	36	11.7%
3	US\$30,000~US\$39,999	22	7.1%
4	US\$40,000~US\$69,999	8	2.6%
5	US\$70,000~US\$99,999	0	
6	US\$100,000 over	9	2.9%

*Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.***# v52: How many days have you spent in taiwan?****Information** [Type= discrete] [Format=numeric] [Range= 1-6] [Missing=*]**Statistics [NW/ W]** [Valid=308 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	<=4 days	18	5.8%
2	5-7 days	147	47.7%
3	8-10 days	48	15.6%
4	>10 days	93	30.2%
5		1	0.3%
6		1	0.3%

*Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.***# v53: How many times have you been to taiwan?****Information** [Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]**Statistics [NW/ W]** [Valid=308 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	1	114	37.0%
2	2~3	111	36.0%
3	4~5	31	10.1%
4	more than 5	51	16.6%
5		1	0.3%

*Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.***# v54: Who arranged this trip?****Information** [Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]**Statistics [NW/ W]** [Valid=308 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	Yourself or your family	190	61.7%
2	Your company	19	6.2%
3	Friends(Colleagues)	51	16.6%
4	Travel agency, Airline	40	13.0%
5	Others	8	2.6%

*Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.***# v55: What type of this trip?****Information** [Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]

v55: What type of this trip?

Statistics [NW/ W] [Valid=308 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	Package tour	61	19.8%
2	Individual package tour	53	17.2%
3	Self-arranged tour, with activities arranged by the local tr	80	26.0%
4	Self-arranged tour, without activities arranged by the local	113	36.7%
5		1	0.3%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.