

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

User guide

I. Overview

Principle Investigator	Ching-ping Tang
Execution Institution	Department of Hospitality Management, Ming Chuan University
Funding Sources	Ministry of Science and Technology
Project Period	2017.08.01-2018.07.31
Data Collection Period	2017.11.01-2018.03.31

II. Released File Description

1. User guide

userguide.doc	Including project overview, released file description, documentations for data validation and clean, note for usage etc.
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2. Questionnaire

ques.pdf	Questionnaires for data collection
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3. Datasets

data.sav	SPSS dataset
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4. Report

report.pdf	Electronic Report
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5. Codebook

codebook.pdf	Codebook
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III. Guideline for data validation and usage

1. 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. Our findings are shown as follows:

- (1) Wild codes and out-of-range values

Item	Variable	Wild codes and out-of-range values	Frequency
IV-1	v44	6	1
IV-5	v49	8	2
IV-6	v50	4	2
IV-8	v52	5	1
IV-8	v52	6	1
IV-9	v53	5	1
IV-11	v55	5	1

2. Note for data usage

- (1) Please be attentive if “system missing” may not be listed in the variable value because of the design of skip question (N/A), missing /no response and so on.
- (2) The column widths of variable label and value description in the STATA are limited to 80 and 40 bytes, respectively, so the STATA dataset shows only the first 80 bytes as variable label, and the first 40 bytes as value description.
- (3) In case of any inconsistent findings between project report and dataset, priority is given to findings in dataset.

IV. Guideline for citation

Citation, based upon the requirement of various journals, theses or dissertations, can be revised.

Citation

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V. Contact us

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