

Survey of Taiwan's Inbound Visitors

This survey is designed for investigating the cultural attractions and offers in Taiwan. Your answers will be considered totally confidential and used only for the purpose of completing this research project, so please feel free to express your opinion. Your assistance in this survey will be crucial to improve the destination management of Taiwan. Thank you very much for your time!

Part 1: About yourself

1. Please specify your nationality _____
2. Are you? <input type="checkbox"/> Male <input type="checkbox"/> Female
3. How old are you? <input type="checkbox"/> Less than 20 years old <input type="checkbox"/> 40 to less than 60 years old <input type="checkbox"/> 20 to less than 40 years old <input type="checkbox"/> 60 years old or more
4. What is your highest education level? <input type="checkbox"/> Less than high school <input type="checkbox"/> High school <input type="checkbox"/> University <input type="checkbox"/> Postgraduate
5. What is your occupation? <input type="checkbox"/> Employed <input type="checkbox"/> Student <input type="checkbox"/> Housewife <input type="checkbox"/> Unemployed <input type="checkbox"/> Retired
6. How will you describe yourself for this trip in Taiwan? <input type="checkbox"/> A nature tourist <input type="checkbox"/> A recreational tourist <input type="checkbox"/> An adventure tourist <input type="checkbox"/> A cultural tourist
7. How long is your stay in Taiwan? <input type="checkbox"/> Less than 1 week <input type="checkbox"/> Between 1 and 2 weeks <input type="checkbox"/> Within 1 month <input type="checkbox"/> More than 1 month
8. How will you describe the depth of experience you are looking for in Taiwan? <input type="checkbox"/> Mostly sightseeing <input type="checkbox"/> A chance to learn a little about Taiwan's culture <input type="checkbox"/> A chance to learn a lot about Taiwan's culture <input type="checkbox"/> To develop a deep understanding of Taiwan's culture
9. Including this trip, how many times have you been to Taiwan? <input type="checkbox"/> 1 time <input type="checkbox"/> 2 times <input type="checkbox"/> 3 times or more
10. How likely is your intention to revisit the cultural attractions in Taiwan? <input type="checkbox"/> Very likely <input type="checkbox"/> Likely <input type="checkbox"/> Unlikely <input type="checkbox"/> Very unlikely

Part 2: The 'IMPORTANCE' of Cultural Attractions and Offers

Please tick the appropriate box for each of the following statements to show, in your opinion, how **IMPORTANT** each of these aspects are in your decision to visit Taiwan.

	IMPORTANCE				
	Very important	Slightly important	Neutral	unimportant	Very unimportant
1. Heritage sites and monuments	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Authentic sites	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Architectures	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Religious sites and ceremonies	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. Industrial heritage (e.g. museums, factory visits)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. Hakka cultures and activities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. Indigenous cultures and ceremonies	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. Local arts and crafts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9. Museums and galleries	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10. Festivals and cultural events	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11. Theatres and concerts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12. Local gastronomy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
13. Night markets	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
14. Visiting and tasting local products (e.g. tea, snacks)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
15. Languages	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
16. Cultural distinction	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
17. Cultural diversity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
18. Customs and way of life	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
19. Production of popular culture (e.g. design, technology)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
20. Consumption of popular culture (e.g. shopping, pop music)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Overall evaluation

In general, how do you rate the IMPORTANCE of cultural attractions / offers in your decision to visit Taiwan?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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Part 3: The 'SATISFACTION' to Cultural Attractions and Offers

Please tick the appropriate box for each of the following statements to show, your **SATISFACTION** to each of these aspects during your visit in Taiwan.

	SATISFACTION				
	Very satisfied	Slightly satisfied	Neutral	unsatisfied	Very unsatisfied
1. Heritage sites and monuments	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Authentic sites	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Architectures	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Religious sites and ceremonies	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. Industrial heritage (e.g. museums, factory visits)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. Hakka cultures and activities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. Indigenous cultures and ceremonies	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. Local arts and crafts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9. Museums and galleries	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10. Festivals and cultural events	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11. Theatres and concerts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12. Local gastronomy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
13. Night markets	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
14. Visiting and tasting local products (e.g. tea, snacks)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
15. Languages	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
16. Cultural distinction	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
17. Cultural diversity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
18. Customs and way of life	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
19. Production of popular culture (e.g. design, technology)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
20. Consumption of popular culture (e.g. shopping, pop music)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Overall evaluation

In general, how do you rate your SATISFACTION towards the cultural attractions / offers in Taiwan?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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