

Greetings,
Enthusiasm Travelers;

With appreciation, I am seeking your participation in a research survey regarding your experiences related to service items used in **international airports**. The purpose of this study is to gain perspective into the **Importance** and **Performance** of international airports Service Setting Items. It is very important for my research to learn your opinions.

The online survey will take 10~15 minutes to complete. Your survey responses will be strictly confidential and data from this research will be reported only in the aggregate. Your information will be coded and will remain confidential. Thank you very much for your time and support.

Please be kind to complete the survey at

<http://FreeOnlineSurveys.com/rendersurvey.asp?sid=a5rcm4gsvwpl8u1477189>

by September 30, 2008.

Greatly thank you for your kind assistance!

Chinese Culture University

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1. What was the main purpose of your most recent trip to travel abroad?

- Pleasure
- Business
- Visiting Friends/ Relatives
- Meeting/ Conference
- Other (Please Specify):

2. How long ago was your most recent trip to travel abroad?

- Less than 1 month
- 2~6 months
- 7~12 months
- 1~2 years
- More than 2 years

3. Please check which applies to your most recent trip to travel abroad ...

- Flying on a frequent flyer mileage award ticket
- Upgraded (complimentary or using a mileage award)
- Neither of the above

4. In which cabin in the aircraft were you seated?

- First Class
- Business
- Coach/Economy

Courtesy of CIQ staff

Speed in getting through security check point

Accuracy of flight departure information

Accuracy of boarding gate information

Foreign currency exchange counter

Dinning/Food court directions

Internet Services

Information and direction for transfer services

Directions for Duty-Free shops and retail stores
inside the airport

VIP Lounges

Nursery lounge and children' s playrooms

Smoking lounges/areas

Lost & Found Services

Curbside baggage check

Courtesy of Airport ground staff

Speed in getting through CIQ (Customers, Immigrations, Quarantine)

Courtesy of CIQ staff

Speed in getting through security check point

Accuracy of flight departure information

Accuracy of boarding gate information

Foreign currency exchange counter

Dinning/Food court directions

Internet Services

Information and direction for transfer services

Directions for Duty-Free shops and retail stores inside the airport

VIP Lounges

Nursery lounge and children' s playrooms

Smoking lounges/areas

Lost & Found Services

Tourist Information counter

Medical services & First-Aid stations information
inside the airport

Other Services (e.g. Beauty Salon, Shower-room,
Post Office,··· etc.)

6.On your most recent trip abroad, did you consider the information/service items that were provided by the international airport easy to find?

Extremely easy to find

Fairly easy to find

Somewhat easy to find

Very difficult to find

7. Did the international airport provide these information/service items in different language versions?

Please select

8. If the hotel provided ISSI in different languages, what were they? (Please select ALL that apply)

- Japanese
- German
- French
- Korean
- Italy
- Chinese Traditional
- Chinese Simplify
- Spanish

Other (Please Specify):

9. Generally, what difficulties have you encountered relative to information/service items in the international airport? (Please select ALL that apply)

- Language barriers
- Could not recognize the symbols and signs that the international airport uses
- Unfamiliar with the information/service items that international airport provided
- Could not locate the directions that international airport provides to explain the service items
- Misinterpretation the information from international airport ground staff
- Misinterpretation the information from airline agent

Do not know the reason

Other (Please Specify):

10. In you were particularly **dissatisfied** with any of procedures/service at your most recent **DEPARTING** international airport, please indicate which area ...

Airline ticket counter

Baggage/Seat check-in counter

Security checkpoint

CIQ (customers, immigrations, quarantine) services

Lounge room

Boarding gate check-in counter

Aircraft boarding

Other (Please Specify):

11. In you were particularly **dissatisfied** with any of personnel at your most recent **DEPARTING** international airport, please indicate which personnel ...

Airline ticket counter agent

Terminal ground staff

Baggage/Seat check-in agent

Security checkpoint personnel

CIQ (customers, immigrations, quarantine) personnel

Lounge room receptionist

Boarding gate agent

Flight attendant (during boarding)

Other (Please Specify):

12. Do you think international airports providing better information/service items would increase the probability of service performing?

13. Regarding your most recent trip abroad, do you think international airports providing better information/service items.....

Strongly disagree Somewhat disagree Neutral Somewhat agree Agree Strongly agree

Can international airports improve service quality for international travelers?

Would have impact on your first-impression of a foreign destination?

Would increase your satisfaction on foreign traveling experience?

Would have impact on your recommendation of the destination to others?

Can increase travelers' overall foreign traveling satisfaction?

15. What is your gender?

Male

Female

16. What age group are you in?

Under 21

21~29

30~39

40~49

50~59

Above 60

17. What is your educational level?

High school

Associate degree (2 years)

Bachelor degree (4 years)

Master degree

Doctorate degree

Other (Please Specify):

18. What is your professional occupation?

- Executive/Manger
- Government/Military
- Teacher/Professor
- Professional/Technical
- Students
- Secretary/Clerk/Office worker
- Religious/Clergy
- Farmer
- Business/Financial professional
- Academic educator/administrator
- Engineering/Sciences professional
- Self-employed
- Airline employee/Travel agent
- Service industry professional
- Homemaker
- Retired
- Unemployed
- Other (Please Specify):

19. What is your place of home residency?

North America

South America

Europe

Asia

Africa

Australia / New Zealand