

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

Shinyi Lin, MBA, Ph.D.

Assistant Professor

Department & Graduate School of Tourism Management

55, Hwa-Kang Rd., Yang-Ming-Shan, Taipei (11114), Taiwan R.O.C.

Phone:2-2861-0511/35738 FAX:2-2861-1402

Website: <http://www.tourism.pccu.edu.tw>

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

the IMPORTANCE of services you perceived at **DEPARTING** International Airport can be rated as follows:

[illegible]

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.)						

	1	2	3	4	5	6
	Very Poor	Poor	Neutral	Good	Excellent	Don't know
	performance	performance	performance	performance	performance	Recall /Don't know
Sign boards in the terminal and each floor with location maps	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sigs directing travelers to elevators, restrooms, parking-lot, and different wings of airport	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Speed in getting through ticketing and Check-in Services	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Helpfulness of Airline Agent	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Information for hospitality alliance	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Carry-on baggage/items information	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Smoking lounges/areas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lost & Found Services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tourist Information counter	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Medical services & First-Aid stations information inside the airport	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other Services (e.g. Beauty Salon, Shower-room, Post Office,... etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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



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Please select

Strongly disagree	Somewhat disagree	Neutral	Somewhat agree	Strongly agree
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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