

Questionnaire of the South-Eastern Asia, Taiwan Cruises Travel Marketing Demand

Investigator: _____

Date: ____Y ____M ____D

Number: ____1____

The purpose of this survey is to investigate the information of your tour to Taiwan and your preference of "cruise tour." All the information you provide is only used for academic analysis. Please help us to complete the survey. We sincerely appreciate your cooperation.

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Introduction :

This questionnaire has 5 pages and includes three selections. In section 1, please provide the information of your trip to Taiwan (of this time). Section 2 is to collect your favorite alternative of cruise travel with some scenarios. In the last hypothesized section, please provide the information of your personal background.

I Travelling Experiences

1. What is the purpose of this trip?

☐①Visiting relatives and friends ☐②Tourism ☐③Business ☐④Others_____。

2. What is the major activity area of your current journey in Taiwan? **(Check if any)**

☐①The North of Taiwan ☐②The Central of Taiwan ☐③The South of Taiwan
☐ The East of Taiwan ☐Others_____。

3. How many days did you stay? _____ (days)

4. How much did you pay for this trip? _____ (SGD)

5. What is your way of this journey? ☐①Join group tour ☐②Self-traveling ☐③Others_____

6. Where have you been in these scenic spots listed below in Taiwan? **(Check if any)**

- | | |
|--|--|
| <input type="checkbox"/> ①Taipei-Chiufeng Village Folk Arts Area | <input type="checkbox"/> ⑨Tainan-Historic Site Area |
| <input type="checkbox"/> ②Taipei-101Shopping Mall | <input type="checkbox"/> ⑩Kaohsiung-Dream Mall Shopping Mall |
| <input type="checkbox"/> ③Taipei-Yangmingshan National Park | <input type="checkbox"/> ⑪Kaohsiung-Love River Sightseeing |
| <input type="checkbox"/> ④Taipei-National Palace Museum | <input type="checkbox"/> ⑫Pingtung-Kenting Seaside Recreation Area |
| <input type="checkbox"/> ⑤Changhua-Lukang Historic Site Area | <input type="checkbox"/> ⑬Hualien-Farglory Ocean Park |
| <input type="checkbox"/> ⑥Taichung-Yamay Recreation World | <input type="checkbox"/> ⑭Hualien-Tarako Gorge National Park |
| <input type="checkbox"/> ⑦Nan-Tou-Cingjing Veterans Farm | <input type="checkbox"/> ⑮Taitung-Peinan Culture Park |
| <input type="checkbox"/> ⑧Nan-Tou-Sun Moon Lake Scenic Area | <input type="checkbox"/> ⑯Taitung-Jhihben Hot Spring |
| | <input type="checkbox"/> ⑰Never been these places before |

7. Which scenic spots in Taiwan listed below that you didn't hear before? **(Check if any)**

- | | |
|--|--|
| <input type="checkbox"/> ①Taipei-Chiufeng Village Folk Arts Area | <input type="checkbox"/> ⑨Tainan-Historic Site Area |
| <input type="checkbox"/> ②Taipei-101Shopping Mall | <input type="checkbox"/> ⑩Kaohsiung-Dream Mall Shopping Mall |
| <input type="checkbox"/> ③Taipei-Yangmingshan National Park | <input type="checkbox"/> ⑪Kaohsiung-Love River Sightseeing |
| <input type="checkbox"/> ④Taipei-National Palace Museum | <input type="checkbox"/> ⑫Pingtung-Kenting Seaside Recreation Area |
| <input type="checkbox"/> ⑤Changhua-Lukang Historic Site Area | <input type="checkbox"/> ⑬Hualien-Farglory Ocean Park |
| <input type="checkbox"/> ⑥Taichung-Yamay Recreation World | <input type="checkbox"/> ⑭Hualien-Tarako Gorge National Park |
| <input type="checkbox"/> ⑦Nan-Tou-Cingjing Veterans Farm | <input type="checkbox"/> ⑮Taitung-Peinan Culture Park |
| <input type="checkbox"/> ⑧Nan-Tou-Sun Moon Lake Scenic Area | <input type="checkbox"/> ⑯Taitung-Jhihben Hot Spring |

☐ ⑰ Don't know any of them

8. Which scenic spot will you recommend to your friend or visit by yourself next time? (**Check if any**)

☐ ① Taipei-Chiufeng Village Folk Arts Area

☐ ② Taipei-101 Shopping Mall

☐ ③ Taipei-Yangmingshan National Park

☐ ④ Taipei-National Palace Museum

☐ ⑤ Changhua-Lukang Historic Site Area

☐ ⑥ Taichung-Yamay Recreation World

☐ ⑦ Nan-Tou-Cingjing Veterans Farm

☐ ⑧ Nan-Tou-Sun Moon Lake Scenic Area

☐ ⑨ Tainan-Historic Site Area

☐ ⑩ Kaohsiung-Dream Mall Shopping Mall

☐ ⑪ Kaohsiung-Love River Sightseeing

☐ ⑫ Pingtung-Kenting Seaside Recreation Area

☐ ⑬ Hualien-Farglory Ocean Park

☐ ⑭ Hualien-Taroko Gorge National Park

☐ ⑮ Taitung-Peinan Culture Park

☐ ⑯ Taitung-Jhihben Hot Spring

☐ ⑰ None of the above

9. Have you **ever participated** in **cruise tour** before?

☐ ① No, never.

☐ ② Yes (How many times? ☐ ① once ☐ ② 2~3 times ☐ ③ 4~5 times ☐ ④ over 6 times)

10. There are five reasons listed below, what do you think the most important reason that would affect you participate a cruises tour? Please list from the most important to less important. _____

① Itinerary/ scenic spots ② Duration ③ Price ④ the service and equipment of cruise ship

⑤ Others _____ °

II.Survey of Cruises Itinerary Preference

1. Several hypothetical scenarios of cruise tour are given as follow. Each scenario has three or about three alternative itineraries with the information of cabin, price and duration. Please mind the differences between the itineraries in each scenario and check one itinerary you prefer the most.

Scenario 1: (Please check the alternative that you mostly intent to participate. ☒)

	Alternative	Class	Prices	Duration
<input type="checkbox"/>	Singapore-Taiwan-Singapore	Economic	SGD850	5 days
<input type="checkbox"/>	Singapore-Hong Kong-Singapore	Economic	SGD650	5 days
<input type="checkbox"/>	Singapore-Shanghai-Singapore	Deluxe	SGD1150	6 days
<input type="checkbox"/>	None of the above			

Scenario 2 : (Please check the alternative that you mostly intent to participate. ☒)

	Alternative	Class	Prices	Duration
<input type="checkbox"/>	Singapore-Taiwan-Singapore	Deluxe	SGD1500	5 days
<input type="checkbox"/>	Singapore-Hong Kong-Singapore	Economic	SGD1000	6 days
<input type="checkbox"/>	Singapore-Shanghai-Singapore	Economic	SGD850	6 days
<input type="checkbox"/>	None of the above			

Scenario 3: (Please check the alternative that you mostly intent to participate. ☒)

	Alternative	Class	Prices	Duration
<input type="checkbox"/>	Singapore-Taiwan-Japan-Shanghai-Singapore	Economic	SGD1250	12 days
<input type="checkbox"/>	Singapore-Taiwan-Japan-Hong Kong-Singapore	Economic	SGD1500	7 days
<input type="checkbox"/>	Singapore-Taiwan-Japan-Philippines-Singapore	Deluxe	SGD2250	10 days
<input type="checkbox"/>	None of the above			

Scenario 4: (Please check the alternative that you mostly intent to participate. ☒)

	Alternative	Class	Prices	Duration
<input type="checkbox"/>	Singapore-Taiwan-Japan—Shanghai-Singapore	Deluxe	SGD2250	12 days
<input type="checkbox"/>	Singapore-Taiwan-Japan-Hong Kong-Singapore	Economic	SGD1050	10 days
<input type="checkbox"/>	Singapore-Taiwan-Japan-Philippine-Singapore	Deluxe	SGD2250	12 days
<input type="checkbox"/>	None of the above			

Scenario 5: (Please check the alternative that you mostly intent to participate. ☒)

	Alternative	Class	Prices	Duration
<input type="checkbox"/>	Singapore-Taiwan-Singapore	Economic	SGD1000	6 days
<input type="checkbox"/>	Singapore-Hong Kong-Singapore	Deluxe	SGD1000	5 days
<input type="checkbox"/>	Singapore-Shanghai-Singapore	Deluxe	SGD1500	6 days
<input type="checkbox"/>	Singapore-Taiwan-Japan—Shanghai-Singapore	Economic	SGD1250	10 days
<input type="checkbox"/>	Singapore-Taiwan-Japan-Hong Kong-Singapore	Economic	SGD1500	12 days
<input type="checkbox"/>	Singapore-Taiwan-Japan-Philippine-Singapore	Deluxe	SGD2250	12 days
<input type="checkbox"/>	None of the above			

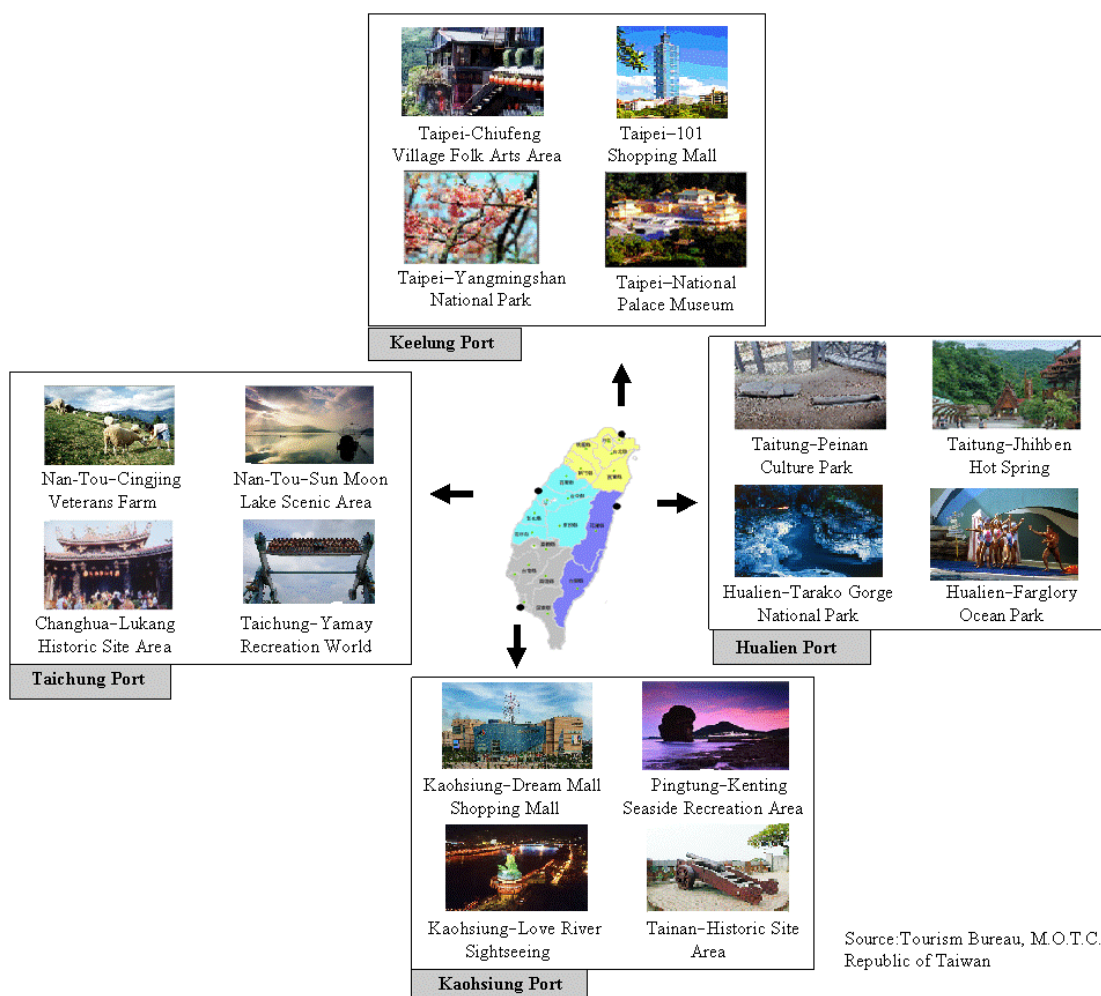
2. Supposed that there are four ports for cruise liners when stopping by Taiwan. Tourists may choose some local tours depending on the port the liners stop. Please read the following information about the tours by each port and mind the route, price and duration of the tours, check one port related to the local tour you prefer the most.

Scenario 1: (Please check the alternative that you mostly intent to participate. ☒)

	Arriving ports	Route (please see the map)	Prices	Duration
<input type="checkbox"/>	Keelung Port	Yangmingshan+ National Palace Museum	SGD75	1 day
<input type="checkbox"/>	Taichung Port	Lukang + Yamay + Cingjing + Sun Moon Lake	SGD250	2 days
<input type="checkbox"/>	Kaohsiung Port	Tainan + Love River	SGD30	1 day
<input type="checkbox"/>	Hualien Port	Tarako +Farglory Ocean Park + Peinan Culture Park+ Jhihben	SGD200	2 days
<input type="checkbox"/>	None of the above			

Scenario 2: (Please check the alternative that you mostly intent to participate. ☒)

	Arriving ports	Route (please see the map)	Prices	Duration
<input type="checkbox"/>	Keelung Port	Chiufeng +101Shopping Mall+ Yangmingshan+ National Palace Museum	SGD100	2 days
<input type="checkbox"/>	Taichung Port	Lukang + Yamay	SGD75	1 day
<input type="checkbox"/>	Kaohsiung Port	Dream Mall+ Kenting	SGD30	1 day
<input type="checkbox"/>	Hualien Port	Tarako +Farglory Ocean Park + Peinan Culture Park+ Jhihben	SGD200	2 days
<input type="checkbox"/>	None of the above			



Source: Tourism Bureau, M.O.T.C. Republic of Taiwan

3. Due to many scenic spots in Taiwan, the arrival port cannot be offered beforehand.

Questions bellowed are what you may consider with when you plan your self-guided road trip. Please complete these questions.

(1) Which arrival port would you choose? **(Check if any)**

- ☐①Keelung Port (North of Taiwan) ☐②Taichung Port (North Central of Taiwan)
☐③Kaohsiung Port (South of Taiwan) ☐④Hualien Port (East Central of Taiwan)

(2) How long would you like to stay on a journey?

- ☐①half day ☐②one day ☐③more than two days (accommodation for one night)
☐④more than three days (accommodation for two nights)

(3) How much fees/spending that would you except in one day road trip including lunch, dinner, admission tickets and transportation ?

- ☐①under 25 SGD ☐②26~45 SGD ☐③46~90 SGD ☐④91~ 130 SGD
☐⑤accept any price

(4) Which scenic spot would you like to visit the most? (Please select the most two spots you would like to visit☒)

- ☐①Food and Culture ☐②Seaside recreation Area ☐③Shopping mall
☐④Theme park ☐⑤Natural landscape sightseeing

III. Personal Information

1. What is your nationality? ☐①Japan ☐②Malaysia ☐③Singapore ☐④Mainland China
☐⑤Hong Kong ☐⑥Taiwan ☐⑦Others_____

2.Profession : ☐①Student ☐②Military or Public Service ☐③Business ☐④Labor
☐⑤Agriculture ☐⑥Others:_____

3.Gender : ☐①Male ☐②Female

4.Age : ☐①Under 20 ☐②21~40 ☐③41~60 ☐④over 61

5.Salary : ☐①Under 1000 SGD ☐②1001~2500 SGD ☐③2501~5000 SGD ☐④5001~10000 SGD
☐⑤Over 10001 SGD

The survey is end.
Thank you for your cooperation.
Have a good day.