

2010 Annual Survey of Visitors Expenditure and Trends in Taiwan

Data description

- '2010 Annual Survey of Visitors Expenditure and Trends in Taiwan' sponsored by the Tourism Bureau, Republic of China(Taiwan). Center for Survey Research, Research Center for Humanities and Social Sciences, Academia Sinica is responsible for the data distribution. Released files of this survey include SPSS dataset, STATA dataset, SAS program, source data (ASCII), questionnaire and code book.

Released File Description

1. Questionnaire

| | |
|--------------|------------------------------------|
| ques2010.pdf | Questionnaire (Adobe Acrobat v9.4) |
|--------------|------------------------------------|

2. Dataset

| | |
|--------------|---------------------------|
| data2010.sav | SPSS Dataset (SPSS v20.0) |
|--------------|---------------------------|

| | |
|--------------|----------------------------|
| data2010.dta | STATA Dataset (STATA v9.0) |
|--------------|----------------------------|

| | |
|--------------|---------------------|
| data2010.dat | Source Data (ASCII) |
|--------------|---------------------|

3. Program

| | |
|--------------|---|
| data2010.sas | SAS program for data2011.dat (SAS v9.3) |
|--------------|---|

4. Code book

| | |
|--------------|-----------------------|
| code2010.doc | Code book (Word 2003) |
|--------------|-----------------------|

Guideline for data usage

1. Data cleaning is based on 'Illegal Value', and the result after data cleaning is 'none'.
2. The length limitation of variable label and value label in STATA program are 80byte (40 Chinese characters) and 40byte(20 Chinese characters).

Dataset Citation Description

There are a number of different citation styles, depending on the discipline in which you are working. The following is for reference only.

Tourism Bureau, Republic of China(Taiwan). (2010). 2010 Annual Survey of Visitors Expenditure and Trends in Taiwan (AG010010en) [data file]. Available from Survey Research Data Archive, Center for Survey Research, Research Center for Humanities and Social Sciences, Academia Sinica. Web site: <http://srda.sinica.edu.tw>. doi:10.6141/TW-SRDA-AG010010en-1.

■ Contact us

Data released by the Survey Research Data Archive (SRDA), Center for Survey
Research, Research Center for Humanities and Social Sciences, Academia Sinica
E-mail : srda@gate.sinica.edu.tw

***** Continued by Questionnaire *****

B2.1. Where do you plan to get travel information after your arrival in Taiwan? **(Check all that apply)**

- (1) Airport Arrival Hall (2) Ground Transportation Center (3) Travel Agency
 (4) Visitor Information Center (5) Hotel (6) Internet
 (7) Convenient Store (8) Restaurant (9) Other _____

2. What kind of tourism information do you hope to get after arriving in Taiwan? **(Check all that apply)**

- (1) Service items and travel programs of travel agencies
 (2) Transportation information (railway, MRT, car rentals) (3) Travel or road maps
 (4) Restaurant information (5) Accommodation information (6) Theme traveling suggestion
 (7) Scenic spots introduction (8) Festivals introduction (9) Other _____

B3. What are the purposes of taking this trip to Taiwan?

(Indicate by marking “A” for the main purpose and “B” for the secondary purpose.)

- (1) Sightseeing (2) Business (3) International Conference or Exhibit
 (4) Visiting friends or relatives (5) Studies (6) Other (Please specify) _____

(If your answer is “(1)”, please go to B4. If your answer is “(2)” or “(3)”, please go to B5. Otherwise, please go to section C.)

B4. What attracted you to come to Taiwan for sightseeing this time? **(Check all that apply)**

- (1) Scenery (2) Price of goods (3) Food (4) Fruits (5) Flowers (6) Geographical convenience
 (7) Weather (8) Historical relics (9) Night life (10) Festival activities _____
 (11) Recreational facilities (e.g. amusement parks, golf courses, resort villages) (12) Health care
 (13) Taiwan’s customs and culture (14) Friendliness of the people (15) Safe social environment
 (16) Democracy (17) Company excursion (18) Other _____

(If your answer of B3 is “(1)”, please go to section C.)

B5.1. Did you spend your free time sightseeing during this visit to Taiwan?

A. Yes. If so, how much time did you spend sightseeing?

- (1) Half a day (2) 1 day (3) 2 days (4) 3 days (5) 4 days (6) Over 5 days

B. No. Why not? **(Check all that apply)**

- (1) Not arranged by the local office/sponsor (2) Lack of time (3) Lack of tourism information
 (4) Not included in the package tour (5) Nothing interesting (6) Other _____

(If attending “International conference or exhibition” is neither the main purpose nor secondary purpose of your visit, please go to Section C.)

2. Please advise us if you have any suggestions or comments on how to plan the pre- or post-conference or exhibit tours _____

C. Expenditure Behavior

C1. How did you arrange this trip to Taiwan?

- (1) Group tour arranged through a travel agency.
 (2) Individual tour arranged through a travel agency.
 (3) Accommodations arranged (and ticket booked) through a travel agency. **(Please go to C3.)**
 (4) Self-guided tour, with an itinerary planned and activities arranged by a Taiwan travel agency after arrival.
 (5) Self-guided tour, without any arrangements by a Taiwan travel agency after arrival. **(Please go to C3.)**

C2.1. How would you rate your level of satisfaction with the services provided by the local travel agency and tour guides ?

| | very satisfied | satisfied | neutral | dissatisfied | very dissatisfied | not applicable |
|--|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| | 5 | 4 | 3 | 2 | 1 | 0 |
| (1) Itinerary..... | <input type="checkbox"/> |
| (2) Accommodations..... | <input type="checkbox"/> |
| (3) Transportation..... | <input type="checkbox"/> |
| (4) Meals..... | <input type="checkbox"/> |
| (5) Tour guide service..... | <input type="checkbox"/> |
| (6) Professionalism of the tour guides..... | <input type="checkbox"/> |
| (7) Overall impression... | <input type="checkbox"/> |

(If your answer of C1. is not “(1)”, please go to C3.)

2. What are your comments on shopping arranged by the local travel agency?

A. Number of shopping trips: _____ times

B. Commodity prices: (1)Very low-price (2)Low-price (3)Good-price
 (4)High-price (5)Very high-price

C3. Did you pay any prepaid travel expenses before arrival?

(1)Yes **(Please go to C4.)** (2)No **(Please go to C6.)**

C4. How much did you prepay before arrival? _____ **(Type of currency : _____)**

(Air/ship fare: (1)include (2)excluded)

C5. Which of the following expenses did you prepay before arrival? **(Please check all that apply)**

(1)Hotel (2)Meals outside hotel (3)Local transportation
 (4)Entertainment (5)Miscellaneous expenses

C6. How much money in total did you spend in Taiwan on this trip? **(Please exclude prepayments)**

_____ **(Type of currency : _____)**

C7. Please itemize these expenses in terms of their amount or percentage.

1. Hotel bills: _____ % _____ person(s)
2. Meals excluding hotel meals: _____ % _____ person(s)
3. Local transportation: _____ % _____ person(s)
4. Entertainment: _____ % _____ person(s)
5. Miscellaneous expenses: _____ % _____ person(s)
6. Shopping: _____ % _____ person(s)
 - (1) Clothes or accessories: _____ %
 - (2) Jewelry or jade: _____ %
 - (3) Souvenirs or handicraft products: _____ %
 - (4) Cosmetics or perfumes: _____ %
 - (5) Local special products: _____ %
 - (6) Tobacco or alcohol: _____ %
 - (7) Chinese herbal medicine or health food: _____ %
 - (8) 3C or electric appliances: _____ %
 - (9) Tea: _____ %
 - (10) Other (please specify): _____ %

C8. Did you claim a tax refund prior to departure?

(1) Yes. **(Please go to C9.)** (2) No. Why not? _____ **(Please go to section D.)**

C9. Were the refund procedures easy to follow and convenient?

(1) Yes. (2) No. Why not? _____

D. Tourist Behavior

D1. Please check all activities that you have participated in during your stay in Taiwan.

- (1) Outdoor recreation (e.g. mountain climbing, diving, rafting, whale watching or bird watching)
 (2) Golfing (3) Hot spring soaking (4) Shopping (5) Historical relics sightseeing
 (6) Taking wedding or salon shots (7) Skin care treatment or manicure nail art
 (8) Massage or acupuncture (9) Karaoke or K.T.V. (10) Pubs or night clubs
 (11) Exhibitions (12) Local festival activities _____
 (13) Cultural events (14) SPA, sauna (15) Night market
 (16) Lake tour (17) Theme park (18) Health care
 (19) Bicycle riding (20) Other (please specify) _____

D2. What tourist spots have you visited on this trip?

1. Your favorite tourist spot is: _____ Why? _____

2. Your least favorite tourist spot is: _____

Please indicate what you disliked about it:

- (1) Scenery (2) Recreational facilities (3) Environment
 (4) Transportation (5) Other (please specify) _____

D3. Please rate your level of satisfaction with the means of public transportation in Taiwan.

| | satisfaction | | | | | |
|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| | no experience | very satisfied | satisfied | neutral | dissatisfied | very dissatisfied |
| | 0 | 5 | 4 | 3 | 2 | 1 |
| (1) High Speed Rail..... | <input type="checkbox"/> |
| (2) Train..... | <input type="checkbox"/> |
| (3) MRT..... | <input type="checkbox"/> |
| (4) Airplane..... | <input type="checkbox"/> |
| (5) Coach..... | <input type="checkbox"/> |
| (6) Sightseeing tour bus | <input type="checkbox"/> |
| (7) Bus..... | <input type="checkbox"/> |
| (8) Taxi..... | <input type="checkbox"/> |
| (9) Ferry..... | <input type="checkbox"/> |

D4. Where did you stay during this visit to Taiwan? **(Please check all that apply, if required, rate your general impressions, using a scale of 1-5, with "5" meaning very satisfied and "1" meaning very dissatisfied.)**

- (1) Hotels ----- The main hotel is _____ . How do you rate it? _____
- (2) Guest houses (or B&B) _____ . How do you rate it? _____
- (3) Youth hostels or community centers _____ . How do you rate it? _____
- (4) The home of relatives or friends (5) Dormitory (6) Rental apartments
- (7) Temples, seminaries, or churches (8) Others (please specify) _____

D5. Will you visit Taiwan again?

1. Yes. The main reason is:
- (1) Sightseeing (2) Business
- (3) International Conference or Exhibit (4) Visiting friends or relatives
- (5) Studies (6) Others (please specify) _____
2. No. Why not? _____

D6. How do you rate your satisfaction with the experiences you had during your stay in Taiwan, using a scale of 1-5, with "5" meaning very satisfied and "1" meaning very dissatisfied?

| | very satisfied | | | | | 0 |
|---|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| | 5 | 4 | 3 | 2 | 1 | No experience |
| 1. Convenience | | | | | | |
| (1) Efficiency of applying for a visa..... | <input type="checkbox"/> |
| (2) International transportation to Taiwan (Ease of obtaining tickets, flight times, etc.) | <input type="checkbox"/> | |
| (3) Communication facilities (Int'l public telephone, the Internet)..... | <input type="checkbox"/> |
| (4) Access to tourism information..... | <input type="checkbox"/> |
| (5) Local transportation..... | <input type="checkbox"/> |
| (6) Immigration procedures..... | <input type="checkbox"/> | |
| (7) Customs procedures..... | <input type="checkbox"/> | |
| 2. Environment internationalization | | | | | | |
| (1) Cleanness of road signs and public facilities signs..... | <input type="checkbox"/> | |
| (2) Access to services in English..... | <input type="checkbox"/> | |
| (3) Friendliness of Taiwan people..... | <input type="checkbox"/> | |
| 3. Safety | | | | | | |
| (1) Safety of recreational facilities..... | <input type="checkbox"/> |
| (2) Safety of social environments..... | <input type="checkbox"/> | |
| (3) Safety of accommodation facilities..... | <input type="checkbox"/> |
| (4) Good public environmental hygiene..... | <input type="checkbox"/> | |
| (5) Good food hygiene..... | <input type="checkbox"/> | |
| 4. Please rate your overall satisfaction with this trip to Taiwan..... | <input type="checkbox"/> | |

D7.1. Please indicate your favorite foreign country/area which you have had **visited as a tourist** for the past 3 years? **(Please check one only and exclude the country/area of your residence)**

- (1) Mainland China (2) Hong Kong/Macao (3) Indonesia (4) Japan
 (5) Korea (6) Malaysia (7) Philippines (8) Singapore
 (9) Thailand (10) None of above **(Please go to Section D8.)**

2. Why is the chosen country/area your favorite? _____
(From the list of 1-17, please check the reasons that apply.)

Taiwan is superior to this country/area in _____ **(Please check all that apply)**

- (1) Scenery (2) Price of goods (3) Food (4) Fruits (5) Flowers (6) Geographical convenience
(7) Weather (8) Historical relics (9) Night life (10) Festival activities
(11) Recreational facilities (e.g. amusement parks, golf course, resort villages)
(12) Health care (13) Customs and culture (14) Friendliness of the people
(15) Safe social environment (16) Democracy
(17) Others: other country/area _____ Taiwan _____

D8. Which part of Taiwan has given you the deepest impression? **(Please check all that apply)**

- (1) Gourmet food (2) Forest and seashore ecological landscapes (3) Coastal view
 (4) Hot spring soaking (5) Historical relics (6) Night markets sightseeing
 (7) 3C products (8) Cycling fun (9) Famous local products (10) Temple
 (11) Night life (12) Aboriginal culture (13) National Palace Museum (14) Taipei 101
 (15) Alishan (16) Sun Moon Lake (17) Taroko, Tienhsiang
 (18) Cosmetic and medical treatments (19) Local friendliness and hospitality
 (20) Traditional crafts (21) Recreational farm (22) Other _____

E. Personal Information

E1. Nationality: _____

E2. The country of your residence: _____

E3. Age: (1) 12-19 (2) 20-29 (3) 30-39 (4) 40-49 (5) 50-59
 (6) 60-65 (7) 66 and over

E4. Annual income: **(converted to USD)**

- (1) Under 9,999 (2) 10,000-14,999 (3) 15,000-29,999 (4) 30,000-39,999
 (5) 40,000-69,999 (6) 70,000-99,999 (7) Over 100,000 (8) No fixed income

E5. Education:

- (1) Primary school (2) Junior high school, senior high school or vocational high school
 (3) College, university, graduate school or higher (4) Others _____

E6. Occupation:

- (1) Legislator, administrator, business executive or manager
- (2) Professional (3) Technician or assistant (4) Office clerk
- (5) Service worker and shop/market sales worker
- (6) Agricultural, animal husbandry, forestry and fishery worker
- (7) Production and related worker, plant/machine operator and laborer
- (8) Homemaker (9) Student (10) Retired (11) Other _____

E7. Gender: (1) Male (2) Female

Other suggestions:

What part of the trip did you find most satisfying and least satisfying in this trip?

The most satisfying: _____

The least satisfying: _____

Other opinions: _____

~~~~~ **Thank You for Your Cooperation** ~~~~~ **Have a Nice Trip Home!**

**F. 訪視記錄表**

F1. 訪視結束時間：\_\_\_\_\_時\_\_\_\_\_分                      F2. 訪視日期：\_\_\_\_\_年\_\_\_\_\_月\_\_\_\_\_日

|                       |                          |                          |                          |                          |                          |                          |
|-----------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| <b>F3. 受訪者合作情形：</b>   | 很強                       |                          |                          |                          |                          | 很弱                       |
|                       | 5                        | 4                        | 3                        | 2                        | 1                        |                          |
| 1. 受訪者合作態度.....       | <input type="checkbox"/> |
| 2. 受訪者對問題了解程度.....    | <input type="checkbox"/> |
| 3. 受訪者對問題回答用心程度.....  | <input type="checkbox"/> |
| 4. 受訪者因為有人在場影響程度..... | <input type="checkbox"/> |
| 5. 本問卷可採信程度.....      | <input type="checkbox"/> |

訪員簽名：\_\_\_\_\_ 訪員編號：\_\_\_\_\_ 審查員：\_\_\_\_\_