

Questionnaire for Tourist Satisfaction in Taiwanese Hot Springs Tourism

Dear tourist:

We are conducting an academic survey regarding **your satisfaction of Taiwanese hot springs tourism**. Please indicate the level of satisfaction of each statement according to your real perception. Your comment is highly important to this academic survey research. The survey data will be treated with anonymity and confidentiality. Therefore, please feel ease on the answer of questionnaire. Thank you very much for your assistance.

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Part I: After you have enjoyed with hot springs tourism, please **circle the number** that indicates the level of satisfaction of each statement for you.

No	Statement	Satisfaction level				
		Very dissatisfied	Dissatisfied	Fair	Satisfied	Very satisfied
1	Visually appealing physical facilities	1	2	3	4	5
2	Comprehensive hot spring facilities (SPA, spring saunas, spring massage pools, etc.)	1	2	3	4	5
3	Hygiene and Cleanness of hot spring facilities	1	2	3	4	5
4	Availability of adequate fire and first aid facilities and instructions	1	2	3	4	5
5	Providing accurate information	1	2	3	4	5
6	Reasonable prices	1	2	3	4	5
7	Giving prompt service to the tourist at the promised time	1	2	3	4	5
8	Reliability in handling customer service problems	1	2	3	4	5
9	Prompt response to tourist questions	1	2	3	4	5
10	Convenient opening hours	1	2	3	4	5
11	Willingness to help customers	1	2	3	4	5
12	Provision of safe environment and equipment	1	2	3	4	5
13	Courtesy and friendliness of staff	1	2	3	4	5
14	Knowledgeable in response to customer requests	1	2	3	4	5

15 Never give any excuse for responding customer requests	1	2	3	4	5
16 Personal attention given by staff	1	2	3	4	5
17 Ease of obtaining staff attention and help	1	2	3	4	5
18 Convenience of the use of facilities and equipment	1	2	3	4	5
19 Have the best interests of customers at heart	1	2	3	4	5
20 Understanding the specific needs of customers	1	2	3	4	5
21 Personalized and friendly service	1	2	3	4	5
22 What is the overall tourist satisfaction level of your tourism activity	1	2	3	4	5

Part II: Please **tick** the appropriate box below

- 1、You are: Male Female
- 2、Your age is: below 16 16—25 26—35 36—45
46—55 56—65 above 66
- 3、Your education degree is: Elementary school High school University(College)
Master Doctor
- 4、Your occupation is: None Student Government employee
Manufacturing Service Industry Commerce Industry
Profession work Other(please write_____)
- 5、Which tourism type do you belong to: Group tourism Personal tourism
- 6、Your nationality is: Japan
Hong Kong / Macao
Chain
Western(American, Canadian, British, French, German, Australia)
Other(please write_____)

—End of Questionnaire—