

2007 Annual Survey of Visitors Expenditure and Trends in Taiwan

Data description

■ ‘2007 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) and questionnaire .

■ Released File Description

1. Questionnaire

ques2007.pdf	Questionnaire (Adobe Acrobat v9.4)
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2. Dataset

data2007.sav	SPSS Dataset (SPSS v20.0)
data2007.dta	STATA Dataset (STATA v9.0)
data2007.dat	Source Data (ASCII)

3. Program

data2007.sas	SAS program for data2007.dat (SAS v9.3)
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■ Guideline for data usage

1. Data cleaning is based on ‘Illegal Value’. The result after data cleaning:
(Regarding ‘missing’, only those variable names which prescribed as cannot-be-missed will be listed out.)

Ques.No.	Variable Name	Illegal Value	Frequency
B1	b1_a_1	.	3517
	b1_a_2	.	3517
	b1_a_3	.	3517
	b1_a_4	.	3517
	b1_a_5	.	3517
	b1_a_6	.	3517
	b1_a_7	.	3517
C3	c3	.	4
C4	c4_a	.	2602
	c4_b	0	1
		.	2573
	airfare	2	356
		.	2561

C5	c5_1	.	2543
	c5_2	.	2543
	c5_3	.	2543
	c5_4	.	2544
	c5_5	.	2546
C6	c6_a	.	105
	c6_b	.	223
C7	c7_1a	.	107
	c7_1b	.	3469
	c7_2a	.	108
	c7_2b	.	2457
	c7_3a	.	106
	c7_3b	.	3225
	c7_4a	.	92
	c7_4b	.	4259
	c7_5a	.	93
	c7_5b	.	4656
C7	c7_6a	.	92
	c7_6b	.	1383
	c7_6_a	.	92
	c7_6_b	.	93
	c7_6_c	.	92
	c7_6_d	.	93
	c7_6_e	.	92
	c7_6_f	.	93
	c7_6_g	.	93
	c7_6_h	.	94
	c7_6_i	.	92
	c7_6_j	.	93
E2	e2	16	71

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). (2007). 2007 Annual Survey of

Visitors Expenditure and Trends in Taiwan (AG010007en) [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-AG010007en-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
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***** Continued by Questionnaire *****

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

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

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

- (1) Directories of travel agencies and service items
 (2) Transportations information (railway, MRT, renting cars) (3) Traveling maps
 (4) Food information (5) Accommodation information (6) Theme traveling suggestion
 (7) Scenic spots introduction (8) Festivals introduction (9) Others _____

B3. What are the purposes of your current visit to Taiwan?

(Please use "A" to signify main purpose, and use "B" to signify secondary purpose)

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

(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 attracts you to sightsee Taiwan this time? **(Check all that apply)**

- (1) Scenery (2) Attending festival activities _____
 (3) Price of goods (4) Food (5) Fruits (6) Weather (7) Night life
 (8) Recreational facilities (e.g. amusement parks, golf course, recreational village) (9) Historic relics
 (10) Company excursion (11) Geographical convenience (12) Taiwan's custom and culture
 (13) Safe social environment (14) Democracy (15) Health care (16) Others _____

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

- A. Yes. (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 tourist information (4) Not included in the package tour
 (5) Nothing interesting (6) Others _____

(If attending "International conference or exhibition" is neither main purpose nor secondary purpose, please go to Section C.)

2. Please rank your satisfaction level with this International conference or exhibition:

(5=very high, 4= high, 3=middle, 2=low, 1=very low)

	5	4	3	2	1	No experience
(1) Agenda/exhibition arrangements.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
(2) Conference/exhibition facilities.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
(3) Transportation convenience.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
(4) Pre/post conference tour.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

3. Please advise your opinion or suggestion on the pre- or post-conference tour.

C. Spending 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) Ticket booked and accommodations arranged through a travel agency.
 (4) Self-guided tour, with an itinerary plotted and activities arranged by a Taiwan travel agency after arrival.
 (5) Self-guided tour, without any arrangements by a Taiwan travel agency after arrival.

(If your answer is "(5)", please go to C3.)

C2.1. Please rank your satisfaction level with the service of the local travel agency and the tour guide with respect to the following:

	very high 5	high 4	middle 3	low 2	very low 1	Not applicable
N(1) Itinerary.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(2) Accommodations.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(3) Transportation.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(4) Meals.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(5) Tour guide service.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(6) Professionalism of the tour guides.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(7) Overall impression...	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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

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

A. Number of shopping: (1) 1-2 times (2) 3-4 times (3) 5-6 times (4) over 7 times

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

C3. Are there 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 include 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 pay in Taiwan this trip? **(Please exclude prepayment)**

_____ (Type of currency : _____)

C7. Please itemize these expenses in terms of their amount and 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) Featured food or 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. Have you ever claimed a tax refund prior to departure?

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

C9. Are the refund procedures easily to be followed?

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

D. Tourist Behavior

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

- (1) Outdoor recreation (e.g. mountain climbing, diving, rafting, whale watching or bird watching)
- (2) Golfing (3) Hot spring (4) Shopping (5) Historic relics
- (6) Wedding or salon shots (7) Skin care treatment or manicure nail art
- (8) Massage or acupressure (9) Karaoke or K.T.V. (10) Pubs or night clubs
- (11) Exhibitions (12) Local festival activities _____
- (13) Culture events (14) SPA, sauna (15) Night market (16) Lake tour
- (17) Theme Park (18) Other (please specify): _____

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

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

2. Your least favorite tourist spot is: _____

Please indicate all parts that you dislike:

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

D3. Where have you stayed during this visit in Taiwan? **(Please check all that apply)**

(1) Hotels ----- The main hotel is _____

On a scale of 1 to 5, 1 being poor and 5 being excellent, how do you rate the hotel? _____

- (2) The home of relatives or friends (3) Dormitory (4) Rental apartments
- (5) Temples, seminaries, or churches
- (6) Youth hostels or community centers _____
- (7) Guest house (or B&B) _____
- (8) Others (please specify): _____

D4. Will you visit Taiwan again?

(1) Yes. The main reason is:

- (1) Sightseeing (2) Business
- (3) Attending conferences or exhibits (4) Visiting friends or relatives
- (5) Studies (6) Others (please specify) _____

(2) No. Why not? _____

D5. On a scale of 1-5, 1 being poor and 5 being excellent, how do you rate your satisfaction with the experiences during your stay in Taiwan?

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

D6.1. Please indicate your most favorite foreign country/area which you have had **sightseeing** for the past 3 years? (**Single answer**)(**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 E.**)

2. Why is the chosen country/area your favorite? _____

(From the list of 1-15, please check the reasons that apply.)

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

- (1) Scenery (2) Commodity price (3) Food (4) Fruits (5) Weather (6) Night life
 (7) Recreational facilities (e.g. amusement parks, golf course, recreational village)
 (8) Historic relics (9) Geographical convenience (10) Custom and culture
 (11) Safe social environment (12) Democracy (13) Friendliness of people
 (14) Festival activities (15) Others: other country _____ Taiwan _____

E. Personal Information

Please write down your personal data.

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 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)Unfixed income

E5. Education:

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

E6. Occupation:

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

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

E8. E-mail: _____

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!**

## F. 訪視記錄表

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

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

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