

台灣 (Taiwan, ROC)

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觀光客與當地居民衝突--量表發展與實證研究

Study Documentation

May 10, 2017

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觀光客與當地居民衝突--量表發展與實證研究

Tourist-Resident Conflicts: A Scale Development and Empirical Study

Overview	
Type	無
Identification	E10355
Version	Production Date: 2017-05-10
Abstract	
本研究目的是進行觀光客與當地居民衝突之概念化及量表發展，此外，驗證兩個觀光客與當地居民衝突之前因及結果模式。透過嚴謹的量表發展程序，本研究方法為確認觀光客與當地居民衝突的三個構面，衡量工具亦具有良好的配適度、信度及效度。接著，運用此發展的觀光客與當地居民衝突量表，確認重要的兩個前因變項(相對群體地位、跨文化能力)及三個結果變項(觀光發展支持、旅遊滿意度及行為意圖)。抽樣母體為大陸觀光客及台灣當地居民，回收當地居民453份、觀光客398份，共851份樣本。最後，根據研究結果提出觀光管理策略之實務意涵及未來研究方向。	
Kind of Data	抽樣調查資料 (Sample survey data)
Unit of Analysis	個人

Scope & Coverage	
Time Period(s)	2015-2016
Countries	台灣 (Taiwan, ROC)
Geographic Coverage	
台灣地區	
Universe	
觀光客、當地居民	

Producers & Sponsors	
Primary Investigator(s)	顏昌華
Other Producer(s)	國立臺中科技大學休閒事業經營系
Funding Agency/ies	科技部

Data Collection	
Data Collection Dates	start 2015-07-05 end 2015-07-08 start 2016-01-18 end 2016-01-23
Time Period(s)	start 2014-08-01 end 2016-07-31
Data Collection Mode	面對面訪問 (Face-to-face Interviews)

Data Processing & Appraisal

Data Editing

中央研究院人文社會科學研究中心調查研究專題中心所進行的資料整理方式，為不合理值檢核。

Accessibility

Contact(s)	學術調查研究資料庫(Survey Research Data Archive) (中央研究院人社中心調查研究專題中心), https://srda.sinica.edu.tw , srda@gate.sinica.edu.tw
Distributor(s)	學術調查研究資料庫(Survey Research Data Archive)
Depositor(s)	國立臺中科技大學休閒事業經營系

Access Conditions

會員版(一般會員、院內會員)--直接下載

Files Description

Dataset contains 2 file(s)

data_1	
# Cases	453
# Variable(s)	34

data_2	
# Cases	398
# Variable(s)	37

Variables Group(s)

Dataset contains 3 group(s)

Group 當地居民版問卷內容							
#	Name	Label	Type	Format	Valid	Invalid	Question
1	a1	1.大陸觀光客與我們有生活習慣上的歧異	discrete	numeric-4.2	453	0	-
2	a2	2.大陸觀光客與我們有道德觀念上的歧異	discrete	numeric-4.2	453	0	-
3	a3	3.大陸觀光客與我們有社會規範上的歧異	discrete	numeric-4.2	453	0	-
4	a4	4.大陸觀光客造成我們生活方式的改變	discrete	numeric-4.2	453	0	-
5	a5	5.在與大陸觀光客的互動過程中，可感受到他們的待人態度不佳	discrete	numeric-4.2	453	0	-
6	a6	6.在與大陸觀光客的互動過程中，可感受到對方不易溝通	discrete	numeric-4.2	452	1	-
7	a7	7.我對於大陸觀光客存在負面的看法或印象	discrete	numeric-4.2	453	0	-
8	a8	8.大陸觀光客造成我們社會價值觀的改變	discrete	numeric-4.2	453	0	-
9	a9	9.大陸觀光客影響到我們對遊憩資源的使用	discrete	numeric-4.2	453	0	-
10	a10	10.大陸觀光客影響到我們對交通及公共設施的使用	discrete	numeric-4.2	453	0	-
11	a11	11.大陸觀光客影響我們對環境資源的使用	discrete	numeric-4.2	453	0	-
12	a12	12.大陸觀光客分享我們的生活資源，讓我有被剝削的感覺	discrete	numeric-4.2	453	0	-
13	a13	13.政府在觀光發展的政策上偏袒大陸觀光客	discrete	numeric-4.2	453	0	-
14	a14	14.我的工作與台灣觀光相關產業有緊密關係	discrete	numeric-4.2	453	0	-
15	a15	15.我家人的工作與台灣觀光相關產業有緊密關係	discrete	numeric-4.2	453	0	-
16	a16	16.我的收入來源與台灣觀光相關產業有緊密關係	discrete	numeric-4.2	453	0	-
17	a17	17.我家人的收入來源與台灣觀光相關產業有緊密關係	discrete	numeric-4.2	453	0	-
18	a18	18.大陸觀光客來台旅遊的人數增加，我的收入就會跟著提高	discrete	numeric-4.2	453	0	-
19	a19	19.從我的觀點來看，大陸觀光客的社會經濟地位是高的	discrete	numeric-4.2	453	0	-
20	a20	20.從我的觀點來看，台灣當地居民的社會經濟地位是高的	discrete	numeric-4.2	453	0	-

#	Name	Label	Type	Format	Valid	Invalid	Question
21	a21	21.我支持觀光發展，並且認為對台灣很重要	discrete	numeric-4.2	453	0	-
22	a22	22.我認為台灣應該積極推動觀光發展	discrete	numeric-4.2	453	0	-
23	a23	23.台灣政府應該支持觀光產業的推廣	discrete	numeric-4.2	453	0	-
24	a24	24.我支持政府興建新的觀光設施，以吸引新的遊客前來台灣	discrete	numeric-4.2	453	0	-
25	a25	25.台灣應該持續努力成為一個重要的觀光旅遊目的地	discrete	numeric-4.2	453	0	-
26	a26	26.大致而言，台灣觀光發展的正面利益大於負面影響	discrete	numeric-4.2	453	0	-
27	a27	27.旅遊部門應該繼續扮演台灣經濟的重要角色	discrete	numeric-4.2	453	0	-
28	a28	28.台灣政府的長期規劃可以控制觀光的負面環境衝擊	discrete	numeric-4.2	453	0	-
29	a29	29.台灣觀光產業的成長，需要一個妥善的規劃	discrete	numeric-4.2	453	0	-

Group 觀光客版問卷內容

#	Name	Label	Type	Format	Valid	Invalid	Question
1	a1	1.台灣居民與我們有生活習慣上的歧異	discrete	numeric-4.2	398	0	-
2	a2	2.台灣居民與我們有道德觀念上的歧異	discrete	numeric-4.2	398	0	-
3	a3	3.台灣居民與我們有社會規範上的歧異	discrete	numeric-4.2	398	0	-
4	a4	4.台灣居民與我們有價值觀上的歧異	discrete	numeric-4.2	398	0	-
5	a5	5.台灣居民與我們有溝通語言上的歧異	discrete	numeric-4.2	398	0	-
6	a6	6.台灣居民與我們有宗教信仰自由上的歧異	discrete	numeric-4.2	398	0	-
7	a7	7.在與台灣居民的互動過程中，可感受到他們的待人態度不佳	discrete	numeric-4.2	398	0	-
8	a8	8.在與台灣居民的互動過程中，可感受到他們的歧視態度	discrete	numeric-4.2	398	0	-
9	a9	9.在與台灣居民的互動過程中，可感受到對方不易溝通	discrete	numeric-4.2	398	0	-
10	a10	10.台灣居民較不願意對我們提供協助	discrete	numeric-4.2	398	0	-
11	a11	11.台灣居民對於我們存在負面的看法或印象	discrete	numeric-4.2	398	0	-
12	a12	12.在購買商品過程中，我有被強迫推銷商品	discrete	numeric-4.2	398	0	-

#	Name	Label	Type	Format	Valid	Invalid	Question
13	a13	13.在溝通商品過程中,讓我有被剝削的感覺	discrete	numeric-4.2	398	0	-
14	a14	14.在溝通商品過程中,讓我有被不公平對待的感覺	discrete	numeric-4.2	398	0	-
15	a15	15.遊客在公共場合應該要有禮貌	discrete	numeric-4.2	398	0	-
16	a16	16.遊客應該尊重服務人員	discrete	numeric-4.2	398	0	-
17	a17	17.遊客應該遵守服務人員的指示	discrete	numeric-4.2	398	0	-
18	a18	18.遊客應該保持公共場所的清潔和整齊	discrete	numeric-4.2	398	0	-
19	a19	19.從我的觀點來看,大陸觀光客的社會經濟地位是高的	discrete	numeric-4.2	398	0	-
20	a20	20.從我的觀點來看,台灣當地居民的社會經濟地位是高的	discrete	numeric-4.2	398	0	-
21	a21	21.我了解台灣人在地的觀點	discrete	numeric-4.2	398	0	-
22	a22	22.我能夠從台灣人的觀點看事情	discrete	numeric-4.2	398	0	-
23	a23	23.我能適應台灣的禮節	discrete	numeric-4.2	398	0	-
24	a24	24.我能與台灣人溝通	discrete	numeric-4.2	398	0	-
25	a25	25.我非常享受這次的台灣旅行	discrete	numeric-4.2	398	0	-
26	a26	26.這次台灣旅行是我最明智的選擇	discrete	numeric-4.2	398	0	-
27	a27	27.這次台灣旅行正是我所需要的	discrete	numeric-4.2	398	0	-
28	a28	28.整體而言,我非常滿意這次的台灣旅行	discrete	numeric-4.2	398	0	-
29	a29	29.我願意推薦台灣的旅遊行程給我的親朋好友	discrete	numeric-4.2	398	0	-
30	a30	30.我會向親朋好友稱讚台灣的旅遊行程	discrete	numeric-4.2	398	0	-
31	a31	31.如果有機會,我會再次選擇來台灣旅遊	discrete	numeric-4.2	398	0	-

Group 個人基本資料

#	Name	Label	Type	Format	Valid	Invalid	Question
1	sex	1.性別	discrete	numeric-4.2	453	0	-
2	age	2.年齡	discrete	numeric-4.2	453	0	-
3	edu	3.教育程度	discrete	numeric-4.2	453	0	-
4	marriage	4.婚姻狀況	discrete	numeric-4.2	453	0	-
5	salary	5.每月薪資	discrete	numeric-4.2	453	0	-
6	sex	1.性別	discrete	numeric-4.2	398	0	-
7	age	2.年齡	discrete	numeric-4.2	398	0	-
8	edu	3.教育程度	discrete	numeric-4.2	398	0	-

#	Name	Label	Type	Format	Valid	Invalid	Question
9	marriage	4.婚姻狀況	discrete	numeric-4.2	398	0	-
10	salary	5.每月薪資	discrete	numeric-4.2	398	0	-
11	travel	6.來台灣旅遊次數	discrete	numeric-4.2	398	0	-

Variables Description

Dataset contains 71 variable(s)

File : data_1

a1: 1.大陸觀光客與我們有生活習慣上的歧異

Information [Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]

Statistics [NW/ W] [Valid=453 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	1	0.2%
2	不同意	11	2.4%
3	普通	64	14.1%
4	同意	204	45.0%
5	非常同意	173	38.2%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

a2: 2.大陸觀光客與我們有道德觀念上的歧異

Information [Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]

Statistics [NW/ W] [Valid=453 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	1	0.2%
2	不同意	12	2.6%
3	普通	70	15.5%
4	同意	208	45.9%
5	非常同意	162	35.8%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

a3: 3.大陸觀光客與我們有社會規範上的歧異

Information [Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]

Statistics [NW/ W] [Valid=453 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	3	0.7%
2	不同意	7	1.5%
3	普通	74	16.3%
4	同意	202	44.6%
5	非常同意	167	36.9%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

a4: 4.大陸觀光客造成我們生活方式的改變

Information [Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]

Statistics [NW/ W] [Valid=453 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	3	0.7%
2	不同意	37	8.2%
3	普通	99	21.9%
4	同意	174	38.4%
5	非常同意	140	30.9%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

a5: 5.在與大陸觀光客的互動過程中，可感受到他們的待人態度不佳

Information [Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]

File : data_1

a5: 5.在與大陸觀光客的互動過程中，可感受到他們的待人態度不佳

Statistics [NW/ W] [Valid=453 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	3	0.7%
2	不同意	56	12.4%
3	普通	147	32.5%
4	同意	153	33.8%
5	非常同意	94	20.8%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

a6: 6.在與大陸觀光客的互動過程中，可感受到對方不易溝通

Information [Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]

Statistics [NW/ W] [Valid=452 /-] [Invalid=1 /-]

Value	Label	Cases	Percentage
1	非常不同意	5	1.1%
2	不同意	65	14.4%
3	普通	169	37.4%
4	同意	153	33.8%
5	非常同意	60	13.3%
System		1	

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

a7: 7.我對於大陸觀光客存在負面的看法或印象

Information [Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]

Statistics [NW/ W] [Valid=453 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	6	1.3%
2	不同意	55	12.1%
3	普通	149	32.9%
4	同意	156	34.4%
5	非常同意	87	19.2%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

a8: 8.大陸觀光客造成我們社會價值觀的改變

Information [Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]

Statistics [NW/ W] [Valid=453 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	3	0.7%
2	不同意	46	10.2%
3	普通	154	34.0%
4	同意	175	38.6%
5	非常同意	75	16.6%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

a9: 9.大陸觀光客影響到我們對遊憩資源的使用

Information [Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]

Statistics [NW/ W] [Valid=453 /-] [Invalid=0 /-]

File : data_1

a9: 9.大陸觀光客影響到我們對遊憩資源的使用

Value	Label	Cases	Percentage
1	非常不同意	1	0.2%
2	不同意	30	6.6%
3	普通	71	15.7%
4	同意	180	39.7%
5	非常同意	171	37.7%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

a10: 10.大陸觀光客影響到我們對交通及公共設施的使用

Value	Label	Cases	Percentage
1	非常不同意	1	0.2%
2	不同意	28	6.2%
3	普通	81	17.9%
4	同意	152	33.6%
5	非常同意	191	42.2%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

a11: 11.大陸觀光客影響我們對環境資源的使用

Value	Label	Cases	Percentage
1	非常不同意	2	0.4%
2	不同意	29	6.4%
3	普通	100	22.1%
4	同意	176	38.9%
5	非常同意	146	32.2%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

a12: 12.大陸觀光客分享我們的生活資源，讓我有被剝削的感覺

Value	Label	Cases	Percentage
1	非常不同意	10	2.2%
2	不同意	51	11.3%
3	普通	120	26.5%
4	同意	136	30.0%
5	非常同意	136	30.0%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

a13: 13.政府在觀光發展的政策上偏袒大陸觀光客

Value	Label	Cases	Percentage
1	非常不同意	10	2.2%
2	不同意	51	11.3%
3	普通	120	26.5%
4	同意	136	30.0%
5	非常同意	136	30.0%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

File : data_1

a13: 13.政府在觀光發展的政策上偏袒大陸觀光客

Value	Label	Cases	Percentage
1	非常不同意	9	2.0%
2	不同意	52	11.5%
3	普通	136	30.0%
4	同意	143	31.6%
5	非常同意	113	24.9%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

a14: 14.我的工作與台灣觀光相關產業有緊密關係

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=453 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	82	18.1%
2	不同意	113	24.9%
3	普通	134	29.6%
4	同意	86	19.0%
5	非常同意	38	8.4%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

a15: 15.我家人的工作與台灣觀光相關產業有緊密關係

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=453 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	86	19.0%
2	不同意	122	26.9%
3	普通	129	28.5%
4	同意	85	18.8%
5	非常同意	31	6.8%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

a16: 16.我的收入來源與台灣觀光相關產業有緊密關係

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=453 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	128	28.3%
2	不同意	124	27.4%
3	普通	119	26.3%
4	同意	63	13.9%
5	非常同意	19	4.2%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

a17: 17.我家人的收入來源與台灣觀光相關產業有緊密關係

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=453 /-] [Invalid=0 /-]

File : data_1

a17: 17.我家人的收入來源與台灣觀光相關產業有緊密關係

Value	Label	Cases	Percentage
1	非常不同意	115	25.4%
2	不同意	130	28.7%
3	普通	116	25.6%
4	同意	69	15.2%
5	非常同意	23	5.1%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

a18: 18.大陸觀光客來台旅遊的人數增加，我的收入就會跟著提高

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]		
Statistics [NW/ W]	[Valid=453 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
1	非常不同意	151	33.3%
2	不同意	131	28.9%
3	普通	101	22.3%
4	同意	49	10.8%
5	非常同意	21	4.6%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

a19: 19.從我的觀點來看，大陸觀光客的社會經濟地位是高的

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]		
Statistics [NW/ W]	[Valid=453 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
1	非常不同意	35	7.7%
2	不同意	83	18.3%
3	普通	164	36.2%
4	同意	149	32.9%
5	非常同意	22	4.9%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

a20: 20.從我的觀點來看，台灣當地居民的社會經濟地位是高的

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]		
Statistics [NW/ W]	[Valid=453 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
1	非常不同意	10	2.2%
2	不同意	64	14.1%
3	普通	229	50.6%
4	同意	117	25.8%
5	非常同意	33	7.3%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

a21: 21.我支持觀光發展，並且認為對台灣很重要

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=453 /-] [Invalid=0 /-]

File : data_1

a21: 21.我支持觀光發展, 並且認為對台灣很重要

Value	Label	Cases	Percentage
1	非常不同意	12	2.6%
2	不同意	31	6.8%
3	普通	118	26.0%
4	同意	205	45.3%
5	非常同意	87	19.2%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

a22: 22.我認為台灣應該積極推動觀光發展

Value	Label	Cases	Percentage
1	非常不同意	14	3.1%
2	不同意	35	7.7%
3	普通	132	29.1%
4	同意	184	40.6%
5	非常同意	88	19.4%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

a23: 23.台灣政府應該支持觀光產業的推廣

Value	Label	Cases	Percentage
1	非常不同意	12	2.6%
2	不同意	33	7.3%
3	普通	124	27.4%
4	同意	202	44.6%
5	非常同意	82	18.1%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

a24: 24.我支持政府興建新的觀光設施, 以吸引新的遊客前來台灣

Value	Label	Cases	Percentage
1	非常不同意	20	4.4%
2	不同意	48	10.6%
3	普通	121	26.7%
4	同意	170	37.5%
5	非常同意	94	20.8%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

a25: 25.台灣應該持續努力成為一個重要的觀光旅遊目的地

Value	Label	Cases	Percentage
1	非常不同意	20	4.4%
2	不同意	48	10.6%
3	普通	121	26.7%
4	同意	170	37.5%
5	非常同意	94	20.8%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

File : data_1

a25: 25.台灣應該持續努力成為一個重要的觀光旅遊目的地

Value	Label	Cases	Percentage
1	非常不同意	16	3.5%
2	不同意	31	6.8%
3	普通	146	32.2%
4	同意	173	38.2%
5	非常同意	87	19.2%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

a26: 26.大致而言，台灣觀光發展的正面利益大於負面影響

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=453 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	15	3.3%
2	不同意	53	11.7%
3	普通	169	37.3%
4	同意	159	35.1%
5	非常同意	57	12.6%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

a27: 27.旅遊部門應該繼續扮演台灣經濟的重要角色

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=453 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	12	2.6%
2	不同意	33	7.3%
3	普通	154	34.0%
4	同意	187	41.3%
5	非常同意	67	14.8%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

a28: 28.台灣政府的長期規劃可以控制觀光的負面環境衝擊

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=453 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	13	2.9%
2	不同意	30	6.6%
3	普通	123	27.2%
4	同意	191	42.2%
5	非常同意	96	21.2%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

a29: 29.台灣觀光產業的成長，需要一個妥善的規劃

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=453 /-] [Invalid=0 /-]

File : data_1

a29: 29.台灣觀光產業的成長，需要一個妥善的規劃

Value	Label	Cases	Percentage
1	非常不同意	4	0.9%
2	不同意	2	0.4%
3	普通	66	14.6%
4	同意	152	33.6%
5	非常同意	229	50.6%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

sex: 1.性別

Information	[Type= discrete] [Format=numeric] [Range= 1-2] [Missing=*]
Statistics [NW/ W]	[Valid=453 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	男	155	34.2%
2	女	298	65.8%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

age: 2.年齡

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=453 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	20歲以下	43	9.5%
2	21-31歲	171	37.7%
3	31-40歲	102	22.5%
4	41-50歲	72	15.9%
5	51歲以上	65	14.3%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

edu: 3.教育程度

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=453 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	國中(含)以下	39	8.6%
2	高中(職)	86	19.0%
3	專科	111	24.5%
4	大學	198	43.7%
5	研究所(含)以上	19	4.2%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

marriage: 4.婚姻狀況

Information	[Type= discrete] [Format=numeric] [Range= 1-2] [Missing=*]
Statistics [NW/ W]	[Valid=453 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	未婚	264	58.3%
2	已婚	189	41.7%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

File : data_1

salary: 5.每月薪資

Information [Type= discrete] [Format=numeric] [Range= 1-6] [Missing=*]**Statistics [NW/ W]** [Valid=453 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	20,000元(含)以下	117	25.8%
2	20,001-30,000元	144	31.8%
3	30,001-40,000元	106	23.4%
4	40,001-50,000元	52	11.5%
5	50,001-60,000元	26	5.7%
6	60,001元(含)以上	8	1.8%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

File : data_2

a1: 1.台灣居民與我們有生活習慣上的歧異

Information [Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]**Statistics [NW/ W]** [Valid=398 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	0	
2	不同意	78	19.6%
3	普通	145	36.4%
4	同意	111	27.9%
5	非常同意	64	16.1%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

a2: 2.台灣居民與我們有道德觀念上的歧異

Information [Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]**Statistics [NW/ W]** [Valid=398 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	6	1.5%
2	不同意	106	26.6%
3	普通	129	32.4%
4	同意	120	30.2%
5	非常同意	37	9.3%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

a3: 3.台灣居民與我們有社會規範上的歧異

Information [Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]**Statistics [NW/ W]** [Valid=398 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	4	1.0%
2	不同意	92	23.1%
3	普通	127	31.9%
4	同意	119	29.9%
5	非常同意	56	14.1%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

a4: 4.台灣居民與我們有價值觀上的歧異

Information [Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]**Statistics [NW/ W]** [Valid=398 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	6	1.5%
2	不同意	87	21.9%
3	普通	132	33.2%
4	同意	123	30.9%
5	非常同意	50	12.6%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

a5: 5.台灣居民與我們有溝通語言上的歧異

Information [Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]

File : data_2

a5: 5.台灣居民與我們有溝通語言上的歧異

Statistics [NW/ W] [Valid=398 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	21	5.3%
2	不同意	78	19.6%
3	普通	120	30.2%
4	同意	117	29.4%
5	非常同意	62	15.6%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

a6: 6.台灣居民與我們有宗教信仰自由上的歧異

Information [Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]

Statistics [NW/ W] [Valid=398 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	16	4.0%
2	不同意	73	18.3%
3	普通	126	31.7%
4	同意	125	31.4%
5	非常同意	58	14.6%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

a7: 7.在與台灣居民的互動過程中,可感受到他們的待人態度不佳

Information [Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]

Statistics [NW/ W] [Valid=398 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	69	17.3%
2	不同意	150	37.7%
3	普通	102	25.6%
4	同意	63	15.8%
5	非常同意	14	3.5%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

a8: 8.在與台灣居民的互動過程中,可感受到他們的歧視態度

Information [Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]

Statistics [NW/ W] [Valid=398 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	62	15.6%
2	不同意	134	33.7%
3	普通	124	31.2%
4	同意	65	16.3%
5	非常同意	13	3.3%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

a9: 9.在與台灣居民的互動過程中,可感受到對方不易溝通

Information [Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]

Statistics [NW/ W] [Valid=398 /-] [Invalid=0 /-]

File : data_2

a9: 9.在與台灣居民的互動過程中,可感受到對方不易溝通

Value	Label	Cases	Percentage
1	非常不同意	67	16.8%
2	不同意	134	33.7%
3	普通	122	30.7%
4	同意	57	14.3%
5	非常同意	18	4.5%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

a10: 10.台灣居民較不願意對我們提供協助

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=398 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	81	20.4%
2	不同意	135	33.9%
3	普通	121	30.4%
4	同意	49	12.3%
5	非常同意	12	3.0%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

a11: 11.台灣居民對於我們存在負面的看法或印象

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=398 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	49	12.3%
2	不同意	122	30.7%
3	普通	143	35.9%
4	同意	70	17.6%
5	非常同意	14	3.5%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

a12: 12.在購買商品過程中,我有被強迫推銷商品

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=398 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	66	16.6%
2	不同意	140	35.2%
3	普通	127	31.9%
4	同意	54	13.6%
5	非常同意	11	2.8%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

a13: 13.在溝通商品過程中,讓我有被剝削的感覺

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=398 /-] [Invalid=0 /-]

File : data_2

a13: 13.在溝通商品過程中,讓我有被剝削的感覺

Value	Label	Cases	Percentage
1	非常不同意	67	16.8%
2	不同意	135	33.9%
3	普通	134	33.7%
4	同意	46	11.6%
5	非常同意	16	4.0%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

a14: 14.在溝通商品過程中,讓我有被不公平對待的感覺

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=398 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	60	15.1%
2	不同意	136	34.2%
3	普通	128	32.2%
4	同意	50	12.6%
5	非常同意	24	6.0%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

a15: 15.遊客在公共場合應該要有禮貌

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=398 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	2	0.5%
2	不同意	17	4.3%
3	普通	43	10.8%
4	同意	86	21.6%
5	非常同意	250	62.8%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

a16: 16.遊客應該尊重服務人員

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=398 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	2	0.5%
2	不同意	12	3.0%
3	普通	42	10.6%
4	同意	79	19.8%
5	非常同意	263	66.1%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

a17: 17.遊客應該遵守服務人員的指示

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=398 /-] [Invalid=0 /-]

File : data_2

a17: 17.遊客應該遵守服務人員的指示

Value	Label	Cases	Percentage
1	非常不同意	2	0.5%
2	不同意	13	3.3%
3	普通	38	9.5%
4	同意	86	21.6%
5	非常同意	259	65.1%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

a18: 18.遊客應該保持公共場所的清潔和整齊

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=398 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	3	0.8%
2	不同意	6	1.5%
3	普通	43	10.8%
4	同意	75	18.8%
5	非常同意	271	68.1%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

a19: 19.從我的觀點來看,大陸觀光客的社會經濟地位是高的

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=398 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	2	0.5%
2	不同意	45	11.3%
3	普通	156	39.2%
4	同意	112	28.1%
5	非常同意	83	20.9%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

a20: 20.從我的觀點來看,台灣當地居民的社會經濟地位是高的

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=398 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	1	0.3%
2	不同意	43	10.8%
3	普通	181	45.5%
4	同意	147	36.9%
5	非常同意	26	6.5%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

a21: 21.我了解台灣人在地的觀點

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=398 /-] [Invalid=0 /-]

File : data_2

a21: 21.我了解台灣人在地的觀點

Value	Label	Cases	Percentage
1	非常不同意	1	0.3%
2	不同意	40	10.1%
3	普通	216	54.3%
4	同意	115	28.9%
5	非常同意	26	6.5%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

a22: 22.我能夠從台灣人的觀點看事情

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=398 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	0	
2	不同意	34	8.5%
3	普通	184	46.2%
4	同意	147	36.9%
5	非常同意	33	8.3%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

a23: 23.我能適應台灣的禮節

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=398 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	0	
2	不同意	27	6.8%
3	普通	150	37.7%
4	同意	184	46.2%
5	非常同意	37	9.3%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

a24: 24.我能與台灣人溝通

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=398 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	0	
2	不同意	25	6.3%
3	普通	129	32.4%
4	同意	196	49.2%
5	非常同意	48	12.1%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

a25: 25.我非常享受這次的台灣旅行

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=398 /-] [Invalid=0 /-]

File : data_2

a25: 25.我非常享受這次的台灣旅行

Value	Label	Cases	Percentage
1	非常不同意	1	0.3%
2	不同意	15	3.8%
3	普通	126	31.7%
4	同意	186	46.7%
5	非常同意	70	17.6%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

a26: 26.這次台灣旅行是我最明智的選擇

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=398 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	0	
2	不同意	15	3.8%
3	普通	153	38.4%
4	同意	158	39.7%
5	非常同意	72	18.1%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

a27: 27.這次台灣旅行正是我所需要的

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=398 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	0	
2	不同意	17	4.3%
3	普通	138	34.7%
4	同意	176	44.2%
5	非常同意	67	16.8%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

a28: 28.整體而言,我非常滿意這次的台灣旅行

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=398 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	3	0.8%
2	不同意	11	2.8%
3	普通	134	33.7%
4	同意	165	41.5%
5	非常同意	85	21.4%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

a29: 29.我願意推薦台灣的旅遊行程給我的親朋好友

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=398 /-] [Invalid=0 /-]

File : data_2

a29: 29.我願意推薦台灣的旅遊行程給我的親朋好友

Value	Label	Cases	Percentage
1	非常不同意	2	0.5%
2	不同意	8	2.0%
3	普通	124	31.2%
4	同意	171	43.0%
5	非常同意	93	23.4%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

a30: 30.我會向親朋好友稱讚台灣的旅遊行程

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=398 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	1	0.3%
2	不同意	8	2.0%
3	普通	112	28.1%
4	同意	173	43.5%
5	非常同意	104	26.1%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

a31: 31.如果有機會,我會再次選擇來台灣旅遊

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=398 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	3	0.8%
2	不同意	3	0.8%
3	普通	137	34.4%
4	同意	154	38.7%
5	非常同意	101	25.4%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

sex: 1.性別

Information	[Type= discrete] [Format=numeric] [Range= 1-2] [Missing=*]
Statistics [NW/ W]	[Valid=398 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	男性	160	40.2%
2	女性	238	59.8%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

age: 2.年齡

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=398 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	20歲以下	81	20.4%
2	21-30歲	190	47.7%
3	31-40歲	86	21.6%

File : data_2**# age: 2.年齡**

Value	Label	Cases	Percentage
4	41-50歲	33	8.3%
5	51歲以上	8	2.0%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

edu: 3.教育程度

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=398 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	國(初)中(含)以下	2	0.5%
2	高中(職)	11	2.8%
3	專科	12	3.0%
4	大學(本科)	362	91.0%
5	研究所(含)以上	11	2.8%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

marriage: 4.婚姻狀況

Information	[Type= discrete] [Format=numeric] [Range= 1-2] [Missing=*]
Statistics [NW/ W]	[Valid=398 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	未婚	317	79.6%
2	已婚	81	20.4%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

salary: 5.每月薪資

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=398 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	2,000人民幣(含)以下	141	35.4%
2	2,001- 4,000人民幣	143	35.9%
3	4,001- 6,000人民幣	72	18.1%
4	6,001-8,000人民幣	31	7.8%
5	8,001-10,000人民幣	9	2.3%
6	10,001-12,000人民幣	1	0.3%
7	12,001人民幣(含)以上	1	0.3%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

travel: 6.來台灣旅遊次數

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=398 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	第1次	258	64.8%
2	第2次	113	28.4%
3	第3次	24	6.0%
4	第4次	2	0.5%
5	第5次(含)以上	1	0.3%

File : data_2

travel: 6.來台灣旅遊次數

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.