**Tourist Satisfaction Questionnaire**

The information collected in this questionnaire is mainly used for academic research purposes, and it takes about five minutes to complete. Thank you for your participation!

**[thotel] Which type hotel did you stay in your last trip?**

1 budget hotel 2 luxury hotel 3 bed and breakfast 4 apartment hotel

**[expense] What is the daily expense for your last trip? RMB per day**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| In terms of your last trip, how far do you agree or disagree with the following statements | | | Totally disagree | disagree | neutral | agree | Totally agree |
| rp1 | The hotel I chose is with large number of online reviews | | 1 | 2 | 3 | 4 | 5 |
| rp2 | I have read the latest reviews before booking the hotel | | 1 | 2 | 3 | 4 | 5 |
| rp3 | I have read the highly relevant reviews before booking the hotel | | 1 | 2 | 3 | 4 | 5 |
| rp4 | The hotel I chose is with many positive reviews | | 1 | 2 | 3 | 4 | 5 |
| rp5 | The hotel I chose is with many credible reviews | | 1 | 2 | 3 | 4 | 5 |
|  |  | |  |  |  |  |  |
| In terms of your last trip, how far do you agree or disagree with the following statements | | | Totally disagree | disagree | neutral | agree | Totally agree |
| sat1 | I was satisfied with the sceneries | | 1 | 2 | 3 | 4 | 5 |
| sat2 | I was satisfied with the hotels | | 1 | 2 | 3 | 4 | 5 |
| sat3 | I was satisfied with the food | | 1 | 2 | 3 | 4 | 5 |
| sat4 | I was satisfied with the transportation | | 1 | 2 | 3 | 4 | 5 |
| sat5 | I was satisfied with the travel agency | | 1 | 2 | 3 | 4 | 5 |
| sat6 | I was satisfied with the shopping | | 1 | 2 | 3 | 4 | 5 |
|  |  | |  |  |  |  |  |
| In terms of your last trip, how far do you agree or disagree with the following statements | | | Totally disagree | disagree | neutral | agree | Totally agree |
| te1 | I have experienced thrilled about having a new experience | | 1 | 2 | 3 | 4 | 5 |
| te2 | I have experienced indulged in the activities | | 1 | 2 | 3 | 4 | 5 |
| te3 | I have experienced I really enjoyed this tourism experience | | 1 | 2 | 3 | 4 | 5 |
| te4 | I have experienced exciting | | 1 | 2 | 3 | 4 | 5 |
| te5 | I have experienced liberating | | 1 | 2 | 3 | 4 | 5 |
| te6 | I have experienced the sense of freedom | | 1 | 2 | 3 | 4 | 5 |
| te7 | I have experienced refreshing | | 1 | 2 | 3 | 4 | 5 |
| te8 | I have experienced revitalized | | 1 | 2 | 3 | 4 | 5 |
|  |  | |  |  |  |  |  |
| How far do you agree or disagree with the following statements | | | Totally disagree | disagree | neutral | agree | Totally agree |
| zh1 | I feel uncomfortable when there are many people | | 1 | 2 | 3 | 4 | 5 |
| zh2 | I dislike interpersonal communication | | 1 | 2 | 3 | 4 | 5 |
| zh3 | I’m not good at interpersonal communication | | 1 | 2 | 3 | 4 | 5 |
| zh4 | I try to avoid face-to-face communication | | 1 | 2 | 3 | 4 | 5 |
| zh5 | Going out is a tiring thing for me. | | 1 | 2 | 3 | 4 | 5 |
| zh6 | I try to avoid going out | | 1 | 2 | 3 | 4 | 5 |
| zh7 | It’s troublesome for me to go out. | | 1 | 2 | 3 | 4 | 5 |
|  |  | |  |  |  |  |  |
| How far do you agree or disagree with the following statements | | | Totally disagree | disagree | neutral | agree | Totally agree |
| ri1 | when choosing a hotel, the amount of its online review matters. | | 1 | 2 | 3 | 4 | 5 |
| ri2 | when choosing a hotel, the publishing date of online review matters. | | 1 | 2 | 3 | 4 | 5 |
| ri3 | when choosing a hotel, the relevance of online reviews matters. | | 1 | 2 | 3 | 4 | 5 |
| ri4 | when choosing a hotel, the positive reviews matter. | | 1 | 2 | 3 | 4 | 5 |
| ri5 | when choosing a hotel, the credibility of online reviews matters. | | 1 | 2 | 3 | 4 | 5 |
|  | **What is your gender?**  1 male  2 female  **Which region are your living in?**  1 Central China  2 East China  3 North China  4 Northeast China  5 Northwest China  6 Southwest China  7 West China  **What year were you Born?** | **What is your monthly income? RMB**  **What is your preferred type of vacation?**  1 natural scenery  2 cultural scenery  3 mixed scenery  **What is your preferred type of vacation?**  1 sightseeing  2 participation | | | | | |

**Variable labels**

|  |  |  |  |
| --- | --- | --- | --- |
| No. | names | Variable labels | Variable labels with details |
| 1 | sid | Respondent ID | Respondent ID |
| 2 | gender | gender | gender |
| 3 | byear | Year of birth | Year of birth |
| 4 | region | region | region |
| 5 | income | monthly income | monthly income |
| 6 | expense | daily expense | daily expense |
| 7 | type3 | Destination type: nature, culture, and mix | Destination type: nature, culture, and mix |
| 8 | type2 | Destination type: sightseeing vs. participation | Destination type: sightseeing vs. participation |
| 9 | thotel | Type of hotel | Type of hotel |
| 10 | sat1 | satisfaction: scenery | satisfaction: scenery |
| 11 | sat2 | satisfaction: hotel | satisfaction: hotel |
| 12 | sat3 | satisfaction: food | satisfaction: food |
| 13 | sat4 | satisfaction: transportation | satisfaction: transportation |
| 14 | sat5 | satisfaction: travel agency | satisfaction: travel agency |
| 15 | sat6 | satisfaction: shopping | satisfaction: shopping |
| 16 | ri1 | Importance: amount | Importance: amount of hotel reviews |
| 17 | ri2 | Importance: publishing date | Importance: publishing date of hotel reviews |
| 18 | ri3 | Importance: relevance | Importance: relevance of hotel reviews |
| 19 | ri4 | Importance: positive | Importance: positive of hotel reviews |
| 20 | ri5 | Importance: credibility | Importance: credibility of hotel reviews |
| 21 | rp1 | Performance: amount | Performance: amount of hotel reviews |
| 22 | rp2 | Performance: publishing date | Performance: publishing date of hotel reviews |
| 23 | rp3 | Performance: relevance | Performance: relevance of hotel reviews |
| 24 | rp4 | Performance: positive | Performance: positive of hotel reviews |
| 25 | rp5 | Performance: credibility | Performance: credibility of hotel reviews |
| 26 | te1 | thrill | thrill |
| 27 | te2 | indulgence | indulgence |
| 28 | te3 | enjoyment | enjoyment |
| 29 | te4 | excitement | excitement |
| 30 | te5 | liberty | liberty |
| 31 | te6 | freedom | freedom |
| 32 | te7 | refreshment | refreshment |
| 33 | te8 | revitalization | revitalization |
| 34 | zh1 | uncomfortable when there are many people | I feel uncomfortable when there are many people |
| 35 | zh2 | I dislike interpersonal communication | I dislike interpersonal communication |
| 36 | zh3 | I’m not good at interpersonal communication | I’m not good at interpersonal communication |
| 37 | zh4 | I try to avoid face-to-face communication | I try to avoid face-to-face communication |
| 38 | zh5 | Going out is a tiring thing for me | Going out is a tiring thing for me |
| 39 | zh6 | I try to avoid going out | I try to avoid going out |
| 40 | zh7 | It’s troublesome for me to go out | It’s troublesome for me to go out |
| 41 | latitude | latitude | latitude |
| 42 | longitude | longitude | longitude |

**Value labels**

|  |  |  |
| --- | --- | --- |
|  | Value labels gender  1 male  2 female.  Value labels region  1 Central China  2 East China  3 North China  4 Northeast China  5 Northwest China  6 Southwest China  7 West China.  Value labels type3  1 natural scenery  2 historical scenery  3 mixed scenery.  Value labels type2  1 sightseeing  2 participation.  Value labels thotel  1 budget hotel  2 luxury hotel  3 bed and breakfast  4 apartment hotel. |  |