

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

What is your monthly income? _____RMB

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 is your preferred type of vacation?

- 1 natural scenery
- 2 cultural scenery
- 3 mixed scenery

What year were you Born?_____

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.