

Exercises

1. What is right or wrong with the survey below? Do not comment on presentation because this is a word format of a digital survey. 😊

Appendix 1: Questionnaire (Quantitative Stage)

Part A: General information & travel experience

1. Place of residency: _____
2. Your gender:
☐Male ☐Female ☐Non-binary ☐Don't want to say
3. Your age group:
☐Less than 18 years old ☐18-24 years old ☐25-34 years old
☐35-44 years old ☐45-54 years old ☐More than 55 years old
4. Your last education experience:
☐Degree of High school (technical secondary school) and below
☐Bachelor Degree
☐Master degree or above
5. How many domestic trips have you taken in the past 3 years?
☐0
☐1-4
☐5-7
☐8-10
☐+10
6. How many counties have you visited in the past 3 years?
☐0
☐1-4
☐5-7
☐8-10
☐+10

Part B: Evaluation of the Tianfu Famous Tourist County’s competitiveness as a tourism destination

1. Please consider the following attributes of the Tianfu Famous Tourist County tourism destination competitiveness and rate them on a scale of 1 to 5 where 1 is Strongly Disagree and 5 is Strongly Agree.

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	2	3	4	5

1	Natural resources	1	2	3	4	5
2	Cultural/heritage resources	1	2	3	4	5
3	Mix of activities	1	2	3	4	5
4	Special events	1	2	3	4	5
5	Entertainment	1	2	3	4	5
6	Shopping	1	2	3	4	5
7	General infrastructures	1	2	3	4	5
8	Tourism-related infrastructure	1	2	3	4	5
9	Accessibility of destination	1	2	3	4	5
10	Quality of service	1	2	3	4	5
11	Hospitality	1	2	3	4	5
12	Destination organization and structure	1	2	3	4	5
13	Destination marketing	1	2	3	4	5
14	Information/research and forecasting	1	2	3	4	5
15	Destination policy, planning and development	1	2	3	4	5
16	Clear policy	1	2	3	4	5
17	Human resource development	1	2	3	4	5
18	Environmental management/ resource stewardship	1	2	3	4	5
19	Destination location	1	2	3	4	5
20	Security and safety	1	2	3	4	5
21	Price competitiveness	1	2	3	4	5
22	Global macro-environment	1	2	3	4	5
23	Competitive (micro) environment	1	2	3	4	5
24	Destination awareness	1	2	3	4	5
25	Destination perception	1	2	3	4	5
26	Destination preferences	1	2	3	4	5
27	Tourism capacity	1	2	3	4	5

2. In your opinion if there any other indicators that contributing to tourism destination

competitiveness of the Tianfu Famous Tourist County and please rate the importance of the indicators

1. _____
2. _____
3. _____
4. _____
5. _____

Further information:

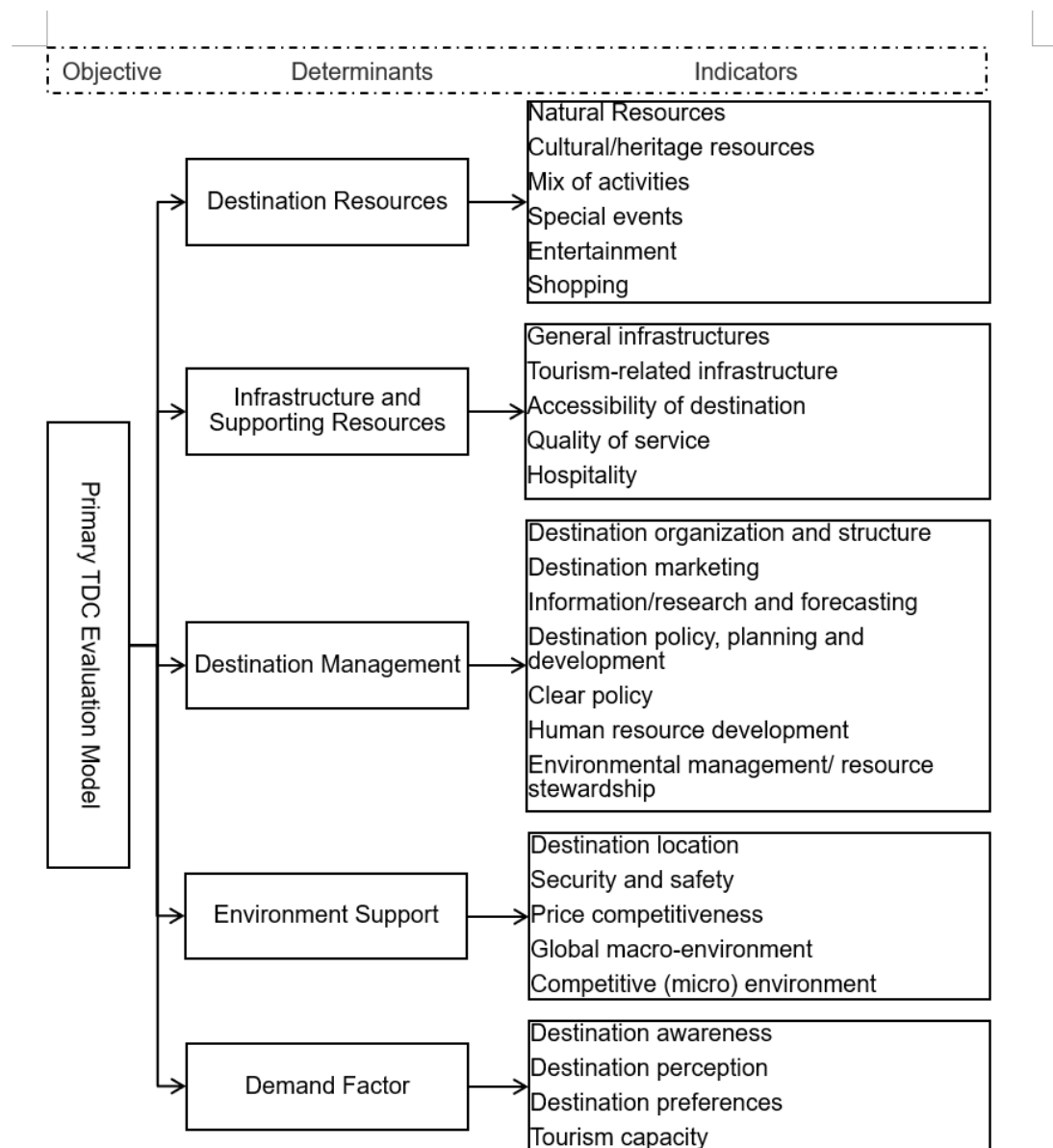


Figure 4. The Original Conceptual Model of Tourism Destination Competitiveness of the Tianfu Famous Tourist Counties

