Addressed to: Chinese tourists/consumers

Research project: "Could smart tourists be sustainable and responsible as well? The contribution of Social Networking Sites to improving their sustainable and responsible behavior"

Purpose: The main aim of this project is to explore the perceptions and opinions of Chinese tourists about the contribution of Social Networking Sites to adopting a sustainable and responsible behavior as smart tourists within the paradigm/context of smart tourism management framework.

SECTION 1. CONCEPTS/TERMS

The respondent is asked to consider the following definitions/descriptions and express his/her opinion, level of agreement on these. *(Please select your answer with an 'x'). Th*e experts describe the concepts of 'Smart tourist' and 'Sustainable and responsible behavior' as follows.

1.1 Smart tourist: *"is the tourist who, by being open to sharing his/her data and making use of smart technologies, interacts dynamically with other stakeholders, co-creating in this way an enhanced and personalized smart experience. This tourist is open to innovations, social and pro-active and finds his/her natural environment in the smart tourism ecosystem and the smart destination."*

Strongly disagree (1)	Disagree (2)	Neutral Neither agree or disagree (3)	Agree (4)	Strongly Agree (5)

1.2 Sustainable and responsible behavior: "*Sustainable tourist behavior is the tourists' behavior which does not negatively impact the natural environment and/or even benefit the environment both globally and at the destination Sustainable and responsible tourists have positive attitudes towards the environment and sustainable tourism, and act accordingly"*

Strongly disagree (1)	Disagree (2)	Neutral Neither agree or disagree (3)	Agree (4)	Strongly Agree (5)

SECTION 2. PERCEPTION ABOUT AND USES OF SNSs DURING THE TRAVEL LIFE CYCLE

The digital platforms and the Social Networking Sites (SNSs) have been adopted and used by tourists for various purposes in the 3 stages/phases of the travel life cycle. The respondent is asked to consider the following issues and express his/her opinion, level of agreement on these.

2.1 Social Networking Sites and their use for tourism purposes

Which SNSs do you use actively and regularly in relation to tourism and traveling? Please choose 3 of your favourite platforms: (*Please select your answer with more than one 'x'*)

	Before the trip (1)	During the trip (2)	After the trip (3)
Sina Weibo (1)			
WeChat (2)			
QQ/Qzone (3)			
Xiecheng (4)			
Douyin (5)			
Tieba (6)			
Zhihu (7)			
Xiaohongshu (8)			
Others (please specify): … (9)			

2.2 How important is to you to use Social Networks in terms of stage of the tourism experience (before, during and after)? *(Please select your answer with an 'x' per item)*

Phase/stage	Not all important (1)	Slightly important (2)	Important (3)	Fairly important (4)	Very important (5)
Before the trip/holidays					
During holidays: Travelling and in-destination					
Post-consumption: after trip					
All phases of the tourism experience					

2.3 Purposes/uses in relation to tourism and travel: For what purposes are you using Social Networks during the 3 stages of travelling. Please choose the most usual of your activities on Social Networks in every stage: (*Your answer may have more than one 'x' per item*)

Purposes	Before the trip (1)	During the trip (2)	After the trip (3)
Searching and getting tourism-related information			
Planning domestic and international travels/holidays			
Purchasing (making bookings for travel, accommodation, activities and other services)			

Socializing/Interacting with peers and friends			
Communicating and exchanging ideas (Express my experiences, feelings/emotions and cognitive insights into travel and tourism & Asking questions)			
Sharing my travel experiences with other people			
Evaluating my experiences/Reviewing the quality of tourism destinations, products and services			
Others (please specify):….			

2.4 Utility of SNSs in performing tourism and travel activities. Please rate how important/helpful are Social Networks in performing the following activities: *(Please select your answer with an 'x' for each item)*

Activities	Not all Useful (1)	Slightly useful (2)	Useful (3)	Fairly useful (4)	Very Useful (5)
Searching information					
Planning holidays and trips					
Creating/forming expectations					
Making decisions					
Buying (Shopping and booking)					
Preparing/Getting ready					
Experiencing the destination					
Searching and enjoying					
On-site buying					
On-site evaluating					
Remembering the experience					
Evaluating and Sharing the experience (posting reviews and photos and recommendations)					
Loyalty building and Advocating					

2.5 SNS as influencer of choices and decisions
Please rate the influence of Social Networks on your decision-making related to tourism in the 3 stages: *(Please select your answer with an 'x' for each item)*

	Not all influence (1)	Low influence (2)	Neutral (3)	Strong influence (4)	Very strong influence (5)
Before the trip					
During the trip					
After the trip					

SECTION 3. SUSTAINABLE AND RESPONSIBLE BEHAVIOR BY SMART TOURISTS

It is believed that smart tourists having a sustainable and responsible behavior share the positive and negative aspects of their experience, make suggestions and recommendations and do their best to influence other tourists to behave in similar manner, sustainable and responsible. Please express your opinion/level of agreement on the following items: *(Please select your answer with an 'x' for each item)*

Set of anticipatory activities and actual behaviors	Strongly disagree (1)	Disagree (2)	Neutral /Neither agree or disagree (3)	Agree (4)	Strongly Agree (5)
3.1 Before the trip					
- Read about the history of the area and get to know the destination					
- Read about the do's and don'ts, to avoid being disrespectful					
- Get informed about the customs and practices of the country					
3.2 During the trip (on-site)					
- Put an effort to learn rather than just seeing the sights					
- Get insights of the local culture and social context					
- Immerse yourselves in the new culture					
- Look for rewarding experience, taste local specialties and flavors					
- Be considerate of your surroundings					
- Behave as guests					
- Try to ensure a positive experience for yourselves and the local populations					
3.3 After the trip (back home)					
- Share your experience					
- Make suggestions & recommendations					
- Influence other tourists to behave in responsible and sustainable manner.					

SECTION 4. THE INFLUENCES OF SNSs ON SMART TOURISTS BEHAVIOR

Smart tourists must be sustainable and responsible guests. By being a responsible tourist and sustainable guest, a smart technology user could contribute to substantially reduce the environmental and social impacts of tourism. SNSs are a very good medium/tool of making a contribution to sustainable and responsible behavior by smart tourists (Femenia-Serra et al. 2019). The respondent is asked to express his/her opinion about/level of agreement on the following items related to the appropriate behavior by smart tourists. *(Please select your answer with an 'x')*

4.1 General opinion: What is your general opinion about the potential and utility of Social Networks to contributing to the change/transformation of your behavior and attitude as a smart tourist; do have they to potential to do so? *(Please select your answer with an 'x')*

Strongly negative (1)	Negative (2)	Neutral (3)	Positive (4)	Strongly positive (5)

4.2 Positive influence of Social Networks on smart tourists in the pre-consumption stage of travel cycle to adopting a sustainable behavior. Smart tourists should therefore use SNSs with the aim of:

	Strongly disagree (1)	Disagree (2)	Neutral/ Neither agree or disagree (3)	Agree (4)	Strongly Agree (5)
Building an understanding					
Self-educating					
Getting ready for the trip/holidays					

4.3 Positive influence of Social Networks on smart tourists during the consumption (on-site) phase of travel cycle to adopting a sustainable and responsible behavior with the aim to assisting destinations to achieve their aim and to make a contribution by minimizing the impacts of their acts on the destination they visit. Smart tourists should therefore use SNSs adequately with the aim of:

	Strongly disagree (1)	Disagree (2)	Neutral/ Neither agree or disagree (3)	Agree (4)	Strongly Agree (5)
Learning and not just seeing; get insights of the local culture and social context					
Immersing themselves in the new culture					
Looking for rewarding and authentic experience					
Ensuring a mutually beneficial experience for themselves and the local communities					
Behaving properly as guests					

4.4 Positive influence of Social Networks on smart tourists during the post-consumption phase of travel cycle to adopting a sustainable and responsible behavior with the aim to help destinations in identifying and addressing problems of environmental degradation, changing negative aspects, and improving their environmental performance. Therefore, Social Networks could help smart tourists in:

	Strongly disagree (1)	Disagree (2)	Neutral/ Neither agree or disagree	Agree (4)	Strongly Agree (5)

			(3)		
Evaluating and sharing your experience					
Influencing other tourists to behave in similar manner, responsible and sustainable					
Participating in virtual communities to address environmental issues and minimize the impact of their acts					
Making suggestions and recommendations					
Advocating for good environmental practices					

4.5 Comments: Do you wish to add any further comments? Please feel free to do so.

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SECTION 5. RESPONDENT'S PROFILE: PERSONAL INFORMATION

5.1 Gender:

Male	(1)
Female	(2)

5.2 Age group (years)**:**
5.3

18 to 25	(1)
26 to 30	(2)
31 to 35	(3)
36 to 45	(4)
46 to 55	(5)
56 to 65	(6)
65+	(7)

5.4 Educational level

High school	(1)
University degree	(2)
Postgraduate degree	(3)
Other	(4)
	(5)

5.4 Occupation: What is your work/professional capacity?

Student	(1)
Admin/Office employee	(2)
Services	(3)
Technician/Artisan	(4)
Civil servant	(5)
Professional	(6)
Businessman	(7)
Other (specify)….	(8)
…	(9)

5.6 Tourism experiences: Number of your leisure trips/ tourism experiences

1 to 3	(1)
4 to 6	(2)
7 to 10	(3)
11 to 20	(4)
21+	(5)

5.7 For how long do you use SNSs for tourism purposes? *(Please select your answer with an 'x')*

1 to 11 months (1)	1 year (2)	2 years (3)	3 years (4)	Longer than 3 years (5)

We would like to thank you for your time and cooperation.

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