

Questionnaire:

Research on the Impact of Smart Tourism Technologies (STTs) on Tourists' Experience

Thank you for taking the time out to fill in this questionnaire! Please fill in your honest opinion according to the actual situation. The information in this questionnaire is for academic research purposes only, and any personal information involved will be treated with absolute confidence.

The topic of our research project is the use of smart tourism technology by tourists and their influence on tourists' behavior.

SECTION 1: Uses of smart tourism technologies

1.1 In your past travel experience, which smart tourism technologies have you used? (You may select more than an ✓) And How familiar are you with smart tourism technologies? (Only one choice ✓)

Have you used It?		Level of familiarity				
		Not familiar at all	Simply familiar	Neutral	Familiar	Extremely familiar
5G Communication technology						
Apps on devices						
Radio Frequency Identification (RFID) <ul style="list-style-type: none">• Access control system• Car Park charging system						
Geolocation/GPS						
Cloud computing (data accessible and ready to use anytime and anywhere)						
Artificial Intelligence						
Ubiquitous connection between Wi-Fi and other networks (Wi-Fi)						
Virtual Reality						
Augmented Reality						
Social networks/Embedded on own website <ul style="list-style-type: none">• Online/viral communities						

1.2 Overall, How familiar are you with smart tourism technologies?

	Not familiar at all	Simply familiar	Neutral	Familiar	Extremely familiar
Level of familiarity					

1.3 Motivations: Reasons for using smart technologies (You may select more than an '✓)

Reasons	YES	NO
Tourism and Leisure		
Games		
Education		
Entertainment		

Work		
Other reasons (specify)		

SECTION 2: ATTRIBUTES OF SMART TOURISM TECHNOLOGIES (STTs)

The respondent is asked to consider the following statements and express his/her opinion, level of agreement on these ((*Only one choice ✓*))

2.1 INFORMATION

	Strongly disagree	Disagree	Somewhat disagree	Neutral/ Undecided	Somewhat agree	Agree	Strongly agree
	(1)	(2)	(3)	(4)	(5)	(6)	(7)
INF1: Information provided about my travels on smart tourism technologies is useful/helpful							
INF2: Smart tourism technologies enable me to complete my travels with reliable and detailed information							
INF3: Smart tourism technologies contribute to minimize my travel concerns							

2.2 ACCESSIBILITY

	Strongly disagree	Disagree	Somewhat disagree	Neutral/ Undecided	Somewhat agree	Agree	Strongly agree
	(1)	(2)	(3)	(4)	(5)	(6)	(7)
ACC1: I can use smart tourism technologies anytime and from anywhere during my travels.							
ACC2: Smart tourism technologies are easily accessible during my travels							
ACC3: Smart tourism technologies are easily found and without complicated process when I am traveling.							

2.3 INTERACTIVITY

	Strongly disagree	Disagree	Somewhat disagree	Neutral/ Undecided	Somewhat agree	Agree	Strongly agree
INT1: Smart tourism technologies are interactive when I am traveling	(1)	(2)	(3)	(4)	(5)	(6)	(7)
INT2: Smart tourism technologies are highly responsive during my travels							
INT3: It is easy to share information and content on smart tourism technologies during my travels.							

2.4 PERSONALIZATION

	Strongly disagree	Disagree	Somewhat disagree	Neutral/ Undecided	Somewhat agree	Agree	Strongly agree
PER1: I received customized/tailored information on smart tourism technologies when I am traveling	(1)	(2)	(3)	(4)	(5)	(6)	(7)
PER2: Smart tourism technologies provide me with easy-to-follow links and tips while traveling,							
PER3: I can get personalized information through interaction on smart tourism technologies while traveling.							

2.5 SECURITY

	Strongly disagree	Disagree	Somewhat disagree	Neutral/ Undecided	Somewhat agree	Agree	Strongly agree
SEC1: Smart tourism technologies protect my personal and sensitive information.	(1)	(2)	(3)	(4)	(5)	(6)	(7)

SEC2: Smart tourism technologies respect my privacy and safety of transactions.							
SEC3: Smart tourism technologies are trustful and reliable.							

2.6. What is your general opinion about smart tourism technologies? The respondent is asked to consider the following statements and express his/her opinion, level of agreement on these (*Only one choice✓*)

	Strongly disagree	Disagree	Somewhat disagree	Neutral/ Undecided	Somewhat agree	Agree	Strongly agree
GO1: My general opinion about smart tourism technologies (STTs) is positive	(1)	(2)	(3)	(4)	(5)	(6)	(7)
GO2: I believe that using STTs gives opportunities to have better experience							
GO3: Using STTs is an excellent idea.							

SECTION 3: OUTCOMES/RESULTS OF THE USAGE OF STTs

3.1 PERCEIVED VALUE

	Strongly disagree	Disagree	Somewhat disagree	Neutral/ Undecided	Somewhat agree	Agree	Strongly agree
PV1: Considering the price I paid, it is worth using smart tourism technologies	(1)	(2)	(3)	(4)	(5)	(6)	(7)
PV2: Considering the time devoted and effort put to, it is worth using smart tourism technologies							
PV3: The overall value of using smart tourism technologies is high; high value for money.							
PV4: I have a very good feeling about the experience with smart tourism technologies							

PV5: The use of smart travel technologies is pleasant and entertaining/fun.							
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3.2 SATISFACTION

	Strongly disagree	Disagree	Somewhat disagree	Neutral/ Undecided	Somewhat agree	Agree	Strongly agree
SAT1: I am happy with the STT experience in this visitor attraction.	(1)	(2)	(3)	(4)	(5)	(6)	(7)
SAT2: I really enjoy using STTs							
SAT3: I am delighted to use STT in this visitor attraction.							
SAT4: I am satisfied with the experience service quality provided by STTs.							

3.3 BEHAVIORAL INTENTIONS REGARDING STTs

3.3.1 Word-of-Mouth (WOM) recommendations

	Strongly disagree	Disagree	Somewhat disagree	Neutral/ Undecided	Somewhat agree	Agree	Strongly agree
WOM1: I would recommend the STTs to my family, friends and peers	(1)	(2)	(3)	(4)	(5)	(6)	(7)
WOM2: I would tell my family about the positive experience of STTs							
WOM3: I will speak highly (say positive things about) of STTs							
WOM4: I will post positive reviews and comments about STTs on social media							

3.3.2 Reuse/Repurchase Intention

	Strongly disagree	Disagree	Somewhat disagree	Neutral/ Undecided	Somewhat agree	Agree	Strongly agree
RIN1: I want to experience the STTs again in the future	(1)	(2)	(3)	(4)	(5)	(6)	(7)
RIN2: I would like to use again STTs in visitor attractions							

or other tourism settings.							
RIN3: I plan to visit again the visitor attractions having STTs in the future							
RIN4: If I visit a visitor attraction again, one of the main motivations is to use STTs again.							

3.3.3 Willingness to Pay for a Price Premium

	Strongly disagree	Disagree	Somewhat disagree	Neutral/ Undecided	Somewhat agree	Agree	Strongly agree
WPP1: I am willing to pay a premium for STTs in general	(1)	(2)	(3)	(4)	(5)	(6)	(7)
WPP2: I can accept the price increase of intelligent tourism technology							
WPP3: I am willing to pay higher price for tourist attraction offering smart tourism infrastructure							

SECTION 4: PERSONAL DATA – INFORMATION

4.1 Gender:

Male	
Female	

4.2 Age group (years):

18 -	
18 to 25	
26 to 30	
31 to 40	
41 to 50	
51 to 60	
60 +	

4.3 Area of permanent/principal residence: Living in

City	
County	
Town	

4.4 Educational level

Junior school and below	
High school or equivalent	
University or equivalent	
Master and above (postgraduate)	

4.5 Profession/Capacity

Do you have any work/professional capacity?

Professional and technical personnel	
The tertiary industry service personnel	
Enterprise staff	
public sector employees, civil servants, government staff	
government staff	
freelancer	
Worker	
laborer engaged in forestry	
Other	

4.6 Visits/experiences: How many times have you visited a tourist site/attraction having smart tourism technologies?

1 to 2	
3 to 4	
5 to 7	
8 to 10	
10 +	

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

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