

Appendix

Questionnaire on the influence of social media on tourism decisions making process

Dear friends,

My name is Aidana Abdilkyzy, currently a Master degree student at CULS in Prague, Czech republic. To understand the influence of social media on tourism decision-making behaviour of tourists, please fill in this questionnaire in your spare time. We will rigorously process the questionnaire data and anonymously. All the information you fill in will only be used for this study and not for any other purpose. Your answer is very important to this research, thank you very much for your support!

I. Basic information of outbound passengers

1. Your gender?

- (1) male
- (2) female

2. Your age is?

- (1) 18-24
- (2) 25-34
- (3) 35-44
- (4) 45-54
- (5) 55-64
- (6) over 65 years old

3. Your highest education background

- (1) Less than high school degree
- (2) High school degree or equivalent
- (3) Professional training
- (4) Bachelor's degree
- (5) Master's degree
- (6) Doctorate

4. What is your current employment status?

- (1) Employed full time (40 hours)
- (2) Employed part-time (less than 40 hours)

- (3) Self-employed
- (4) Unemployed
- (5) student
- (6) Retired

5. Your monthly (gross) income

- (1) 10.000 CZK or less
- (2) 10.000 - 15.000 CZK
- (3) 15.000 - 25.000 CZK
- (4) 25.000 - 45.000 CZK
- (5) more than 45000 CZK

II. The use of social media

6. The average amount of time you spend on social media every day

- (1) within 1 hour (2) 1-2 hours (3) 2-3 hours (4) beyond 3 hours

7. One or more social media you often use (multiple choice)

- (1) Micro-blogs (such as Twitter, tumbler, Vkontakte)
- (2) Travel blogs (Atameo, lonely planet)
- (3) Wikis (Wikipedia, Baidu Baike etc.)
- (4) SNS (Facebook, Instagram etc.)
- (5) Online communities/ Forums (Reddit, BBS, Virtual Tourist, Couchsurfing etc.)
- (6) Content sites (such as Youtube etc.)

8. Your purpose of using social media (multiple choice)

- (1) Recreation
- (2) Find resources that interest you
- (3) Meet like-minded people
- (4) To share their life experience with others (such as shopping experience, travel experience, the use of objects, etc.)
- (5) To find others' successful life experience (such as shopping experience, travel experience, the use of objects, etc.)

9. How many times have you used social media to collect travel information

(1) once (2) 2-4 times (3) 4-6 times (4) more than 6 times

III. Influence of social media on tourism decision-making process

(1= strongly disagree 2= somehow disagree 3= neither agree or disagree 4= somehow agree 5= strongly agree)

		1	2	3	4	5
Information search	I usually find out how to go through the exit formalities through social media					
	I usually get the details of local exit agents through social media					
	I usually follow the outbound tourism policy through social media					
	I usually learn about overseas tourist attractions and related information through social media, and have the impulse to travel abroad					
	I can find detailed information about food, accommodation, travel, shopping and entertainment in social media, and it has a strong attraction for me					
	For various ways to collect information about outbound tourism, I prefer social media					
	Before travelling abroad, I often search for other tourists' comments on outbound destinations or read relevant travel notes on social media					
	When searching for tourism information through social media, I pay most attention to the general situation of outbound tourism destinations, accommodation conditions and tourist routes					
Decision making process	Other people's travel experience and personalised information recommendation in social media have a great impact on my outbound travel					
	The attitude of other outbound tourists in social media has a great impact on my preference, intention and information judgment					
	I believe that the travel information in social media is true and a kind of well-intentioned behaviour to help others					
	The contents of outbound tourism recommended by social media will become the scenic spots I will go to or the items I will consume					
	I will choose not to stay or eat because of the negative news about some hotels, restaurants and other destinations in social media					
	I will travel following the food, accommodation, travel, shopping and entertainment recommended by the travellers in social media					
	The tourism information in social media has a great					

	influence on my choice of destination for outbound tourism					
	The travel information in social media has a great impact on my travel mode (self-travel, group travel, self-driving travel)					
	Social media influences how long I travel and stay					
Post-purchase evaluation	There is a certain difference between the travel experience and the travel information provided by social media					
	I will upload my experience of travelling abroad to social media, share and interact with netizens, and provide guidance for them					

