

The Perception of Travel for University Students

Hello my name is Colette English and I am a Japanese Language and Culture major student at California State University Monterey Bay (CSUMB). The goal of this survey is to find the preferences of both American and Japanese college student when it comes to pleasure travel. This survey is strictly for pleasure travel, NOT for business travel. This survey will help me in completing my capstone project so I appreciate your time in filling it out.

* Required

1. **1. Gender ***

Mark only one oval.

- Male
- Female

2. **2. Academic Year ***

Mark only one oval.

- Freshmen
- Sophomore
- Junior
- Senior
- Other:

3. **3. Working Status ***

Mark only one oval.

- Employed (part-time)
- Employed (full-time)
- Not employed
- Other:

4. **4. I enjoy traveling. ***

Do you agree with the above statement.

Mark only one oval per row.

	Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

5. **5. What is your definition of travel? ***

specifically travel for pleasure (not business travel)

Mark only one oval.

- Long vacation that is out of the State or just a long distance away
- Weekend outing to the beach, park, etc.
- Going to a prominent travel spot (ie. amusement parks, concerts)
- All of the Above
- Other:

6. **6. What do you enjoy about pleasure travel? ***

Please choose your top 3 choices.

Check all that apply.

- Relaxation
- Thrill of Adventure
- Experience new cultures
- Try new foods
- It's fun
- Create relationships
- Learn a new language
- To prove you can do it
- Just because

7. **7. What do you not enjoy about pleasure travel? ***

Please choose your top 3 choices.

Check all that apply.

- Stressful
- Expensive
- Long travel times
- Living out of a suitcase
- Finding accommodations
- Lack of internet access
- Lack of Routine
- Other:

8. 8. What type of travel do you enjoy the most? *

Please rank them from most preferred to least preferred.

Mark only one oval per row.

	Most Preferred	Preferred	Neutral	Less Preferred	Least Preferred
Weekend Travel	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eco-Tourism	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Herritage / Historical Tourism	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Road Trips	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Event Travel (ie. sports events, concerts)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

9. 9. When do you typically travel? *

Please rank them from most preferred to least preferred.

Mark only one oval per row.

	Most Preferred	Preferred	Neutral	Less Preferred	Least Preferred
Weekends	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Winter Break	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Spring Break	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Summer Break	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
National Holidays	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

10. 10. How frequently do you travel when you have free time? *

ie. winter/ summer break, weekends

Mark only one oval per row.

	Very Frequently	Frequently	Occasionally	Rarely	Very Rarely	Never
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

11. 11. Do you prefer group tourism or individual tourism? *

Group Tourism: everything is planned out for you and done in a group. Individual Tourism: you plan everything yourself, more personal

Mark only one oval.

Group Tourism

Individual Tourism

Other:

12. **12. Why do you prefer group tourism?**

Answer if you choose group tourism for #11.

Mark only one oval.

- Enjoy the company of others
- Have an itinerary
- Sense of security
- Everything is planned out for you
- Other:

13. **13. Why do you prefer individual tourism?**

Answer if you choose individual tourism for #11.

Mark only one oval.

- Freedom of choice
- Independence
- Have your own pace
- More personal
- Individual budget
- Other:

14. **14. Money influences the frequency of your travel. ***

Do you agree with the above statement.

Mark only one oval per row.

	Very Frequently	Frequently	Occasionally	Rarely	Very Rarely	Never
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

15. **15. For a weekend travel how much money are you comfortable spending? ***

Mark only one oval.

- Less than \$100
- Less than \$200
- Less than \$300
- More than \$400
- Other:

16. **16. For a long vacation how much money are you comfortable spending? ***

ie. out of state

Mark only one oval.

- Less than \$500
- Less than \$1000
- Less than \$1500
- More than \$2000
- Other:

17. **17. Travel advertisements have an influence on where you travel. ***

Do you agree with the above statement.

Mark only one oval per row.

	Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

18. **18. If advertisements don't influence your travel, why?**

Only answer this question if you answered "disagree" or "strongly disagree" for # 17.

Check all that apply.

- I get my information by word of mouth
- Not enough information on the advertisements
- Not enough pictures on the advertisements
- Don't show prices on the advertisements
- Other:

19. **19. Do the below 3 advertisement categories influence your travel plans?**

Do NOT answer if you choose "disagree" or "strongly disagree" on #17

Mark only one oval per row.

	Almost Always	Sometimes	Neutral	Rarely	Never
Online Advertisements	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Print Advertisements	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
TV Advertisements	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

20. **20. What aspects of travel advertisements influences your travel destinations? ***

Please rank them from most to least preferred.

Mark only one oval per row.

	Most Preferred	Preferred	Neutral	Less Preferred	Least Preferred
Attractions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Restaurants	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visuals	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Accommodations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Price	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

