QUESTIONNAIRES

原始問卷	翻譯(原文)	修正後	來源
Crisis management plan 7 1. Was a detailed and realistic contingency plan available to deal with crises? 2. Was the macro and micro complexity of the crisis situation systematically captured and interpreted in the political, economic, social, physical and commercial arena? 3. Were decisional roles defined and responsibilities clearly described? 4. Was the crisis management with the businesses integrated with the strategic planning processes? 5. Was each and every step of the planning and training in the interest of the stakeholders? 6. Was there an ongoing integrated and comprehensive effort to effectively understand the crisis and manage what occurs? 7. Was a degree of flexibility retained to react swiftly and decisively at an operational level but not hurried for strategic level decision making?	危機管理計畫 1.是否有詳細而現實的應急計畫來處理危機？ 2.危機局勢的宏觀和微觀複雜性是否在政治、經濟、社會、物質和商業領域得到系統的捕捉和解釋？ 3.是否明確規定了決策角色和職責？ 4.企業的危機管理是否與戰略規劃過程相結合？ 5.規劃和培訓的每一步是否都符合利益相關者的利益？ 6.是否正在進行綜合全面的努力，以有效地瞭解危機並管理發生的情況？ 7.是否保留了一定程度的靈活性，以便在業務層面作出迅速和果斷的反應，而不是倉促作出戰略層面的決策？	危機管理計畫 *針對這次新冠病毒疫情： 1.政府有詳細、現實的危機應急計畫。 2.政府在政治、經濟、社會、自然和商業方面系統性捕獲和解釋了危機局勢。 3.政府明確了危機管理決策的角色與責任。 4.企業的危機管理與政府戰略規劃過程完整結合。 5.政府規劃和培訓的步驟符合利益相關者的利益。 6.政府正在全面地、有效地瞭解危機並進行管理。 7.政府保留了一定程度的靈活性，以便在運營層面做出快速果斷的反應。	Pforr & Hosie (2008)
Information and communication management 4 1.Were communication and perceptions managed through a crisis communication and marketing strategy? 2.Was information and communication management used to foster effective coordination and collaboration amongst the relevant stakeholders? 3.Was any rebuilding of the physical environment and destination image accompanied by a re-evaluation of target markets?	資訊和溝通管理 Government was communication and perceptions managed through a crisis communication and marketing strategy. Government was information and communication management used to foster effective coordination and collaboration with tourism and hospitality industry. Government was trying rebuilding of the physical	資訊和溝通管理 *針對這次新冠病毒疫情： 1.政府通過危機溝通和行銷策略影響溝通和看法。 2.政府資訊和溝通管理有效地促進利益相關者之間的協調與協作。 3.政府在重新評估目標市場的同時，也同時顧及重建自然環境和旅遊目的地形象。 4.政府在旅遊恢復階段與大眾媒體建立或維持了積極的關係。	Pforr & Hosie (2008)

4.Was a positive relationship established and / or maintained with the mass media throughout the recovery phase?	environment and destination image accompanied by a re-evaluation of tourism and hospitality markets. Government maintained positive relationship established with the mass media throughout the recovery phase.		
Preparation–HRD　4 1.Was a capacity to build human resources capital to meet crises evident? 2.Was training and development used to improve individual, group and organizational effectiveness? 3.Did these activities and processes have the intended impact on organizational and individual learning? 4.Were crisis leadership principles developed?	準備-人力資源開發 Government was a capacity to build human resources capital to response COVID-19. Government has a well training and development system used to improve organizational effectiveness. Government did epidemic prevention activities and processes have the intended impact on organizational and individual learning. Government was fast developed crisis leadership principles to response COVID-19.	準備-人力資源發展 *針對這次新冠病毒疫情： 1.政府有效地整合人力資源資本以應對危機。 2.政府的培訓和發展有助於提高個人、團體和組織效率。 3.政府防疫活動和過程對組織和個人學習產生了預期的影響。 4.政府制定一套危機領導原則。	Pforr & Hosie (2008)
Effectiveness and organizational culture　4 1.How effective was the capacity to avoid or reduce the consequences of the impact of the ensuing crisis? 2.Was a state of active anticipation experienced by all levels of staff? 3.Was it possible to reduce or mitigate the impacts of the crisis (the pre-crisis stage), by improving the response management (the crisis stage) and to swiftly and effectively determine the damage to the business caused by the crisis (the post-crisis stage)? 4.Did the debriefing session question the implicit systems, roles and objectives within an organization in relation to response to the crisis to envisage new scenarios? 5.Was it possible to challenge organization's cultural norms? 6.Is double loop learning embedded into every cycle of the crisis management process to ensure that deep learning and	**Effectiveness organizational culture　4** Government was effective to avoid or reduce the consequences of the impact of COVID-19. Government was a state of serious anticipation of COVID-19 by all levels of staff. Government was effectives to reduce or mitigate the impacts of the COVID-19 in the pre-crisis stage, and improving the response management during the crisis stage and to swiftly and effectively determine the damage to the tourism and hospitality industry. Government was debriefing session question the implicit systems, roles and objectives within an organization in relation to response to the COVID-19 to envisage new scenarios. Government epidemic prevention actives was challenge organization's cultural norms.	有效性與組織文化 *針對這次新冠病毒疫情： 1.政府避免或減少隨之而來的危機後果的能力是有效的。 2.政府各級員工都處於積極處理及看待的狀態。 3.政府可以通過改善回應管理來減少或減輕危機的影響，並迅速有效地確定危機對旅遊造成的損害。 4.政府詳細解釋疫情進度會對危機應對有關的系統、角色和目標產生新的影響。 5.政府的各種防疫措施重新建立及挑戰固有的組織文化規範。 6.政府在危機管理流程的每個週期中都嵌入了新的學習迴圈，並確保了日後深度學習以及管	Pforr & Hosie (2008)

subsequent changes in management policies and practices occurs?	Government maintains double loop learning of the COVID-19 prevention management process to ensure that deep learning and subsequent changes.	理策略的實踐。	
Information sharing 1. Sharing facilitated by destinations can inspire and bring together like-minded people, endorse the website information, and increase credibility 2.Users generate content to load onto destination-hosted social media 3.User-generated content (UGC) is critical in developing image and video libraries cost-effectively and engage local photographers and communities 4.The semantic web can categorize images to ensure that information is appropriately aligned with potential visitor market segments 5.Users can send out personalized e-cards via Facebook and mobile apps, or elf their photos to send customized inspiring information/images to their friends (books, music)	**資訊分享** I think that the sharing of risk information of through different channels can increase credibility I think it is important that users can freely share risk information to social media hosted by the destination I think User Generated Content (UGC) or internet direct dialing is essential for low-cost development of image and video libraries, as well as for attracting international visitors and reducing concerns. I think keyword search can categorize images to ensure that the information matches the information required by potential visitors	**資訊分享** 1.我认为通过不同管道目的地風險資訊的分享，可以增加可信度 2.我认为用户可以自由分享風險資訊到目的地托管的社交媒体上是很重要的 3.我认为用户生成内容(UGC)或網路直撥对于低成本开发图像和视频库以及吸引國際遊客及降低疑慮至关重要 4.我认为關鍵字搜尋可以对图片进行分类，以确保信息与潜在的访问者所需資訊相匹配 5.我认为用户可以通过 Facebook 和社交媒體發送个性化資訊是很重要的	Wen et al., （2005）
Attitude & Preference 1. Because of SARS, I believe travelling in China will be unsafe. 2. I will greatly reduce my travel plans in the next 12 months. 3. I will avoid travelling to crowded big cities after SARS. 4. Because of SARS, my interest in participating in outdoor activities and eco-tourism has increased. 5. I will reduce the length of travel and tourism after SARS.	**Attitude & Preference** Because of COVID-19, I believe travelling will be unsafe. I will avoid travelling to crowded big cities after COVID-19. Because of COVID-19, my interest in participating in outdoor activities and eco-tourism has increased. In choosing tourist destinations, I will avoid COVID-19 affected areas.	**態度** 1.新冠病毒疫情的發生會讓我認為出國旅遊不安全。 2.在接下來的12個月我會減少旅遊出行計畫。 3.在疫情結束後，我會避免去人口密集的地方旅遊。 4.由於新冠病毒疫情，我對參加戶外活動和生態旅遊的興趣有所增加。 5.在疫情結束後我會減少旅行的時間。	Wen et al., （2005）

6. In choosing tourist destinations, I will avoid SARS-affected areas. 7. I prefer suburbs or areas within short distance for leisure travel after SARS. 8. I will reduce the possibility of joining tour groups after SARS. 9. I prefer travelling with family members and relatives after SARS. 10. I will not take wild animals as food in the future.	I prefer suburbs or areas within short distance for leisure travel after COVID-19. I will reduce the possibility of joining tour groups after COVID-19. I prefer travelling with family members and relatives after COVID-19. I will not take wild animals as food in the future.	6.在選擇旅遊目的地時，我會避免受到疫情影響的地區。 7.疫情過後，我更喜歡去近郊或近處休閒旅遊。 8.在疫情結束後，我會盡可能減少參與旅行團。 9.在疫情結束後，我更想和我的家人一起旅行 10.我以後不會再食用任何野生動物。	
Hygiene & safe 1. I care more about the hygiene and safety of the tourist sites after SARS. 2. I care more about the hygiene and safety of the public recreation sites after SARS. 3. I care more about the hygiene and safety of the means of transportation after SARS. 4. I care more about the health of the members in the tour group after SARS. 5. I prefer to stay in high quality star hotels after SARS. 6. I care more about the hygiene and safety of the hotels after SARS. 7. I prefer separated dining while travelling with a tour group. 8. I care more about the hygiene and safety of the daily necessities while travelling after SARS.	衛生與安全 I care more about the hotel hygiene and safety during COVID-19. I care more about the health of the customers in the dining room during COVID-19. I prefer to stay in high quality star hotels during COVID-19. I prefer separated dining while travelling with a tour group during COVID-19. I care more about the hygiene and safety of the daily necessities while staying in the hotel travelling during COVID-19.	旅遊目的地（飯店）安全 1．新冠病毒疫情結束後，我會更關心旅遊景點的衛生和安全。 2. 新冠病毒疫情結束後，我會更關心公共娛樂場所的衛生和安全。 3. 新冠病毒疫情結束後，我會更關心交通工具的衛生和安全。 4. 新冠病毒疫情結束後，我會更關心旅遊團其他成員的健康情況。 5. 新冠病毒疫情結束後，我會更喜歡住在高品質的星級酒店。 6. 新冠病毒疫情結束後，我會更關心酒店的衛生和安全。 7. 當團體旅行時，我更傾向和旅遊團其他成員分開用餐。 8. 新冠病毒疫情結束後，我會在旅行時更關心日常生活用品的衛生和安全。	Wen et al.,（2005）
Destination Image 6 1. The destination image of quality of service 2. The destination image of entertainments 3. The destination image of quality and variety of accommodations 4. The destination image of local transportation 5. The destination has an exotic image	目的地形象 Effective prevention the COVID-19 may influences destination image of quality of service. Effective prevention the COVID-19 may influences destination image of entertainments Effective prevention the COVID-19 may influences destination image of quality and variety of	目的地形象 1.新冠病毒疫情會影響旅遊目的地服務品質。 2.新冠病毒疫情會影響旅遊目的地休閒娛樂。 3.新冠病毒疫情會影響旅遊目的地住宿品質和種類。 4.新冠病毒疫情會影響旅遊目的地交通出行。 5.新冠病毒疫情會影響旅遊目的地異地體驗。	Kim (2018)

6. The image of architectures/buildings at the destination	accommodations Effective prevention the COVID-19 may influences destination image of local transportation Effective prevention the COVID-19 may influences exotic image Effective prevention the COVID-19 may influences image of architectures/buildings at the destination	6.新冠病毒疫情會影響旅遊目的地建築觀光。	
Risk Perception　4 1. Would you overlook personal safety if travel costs were low? 2. Do you think that Thailand is a safe travel destination? 3. Would you stop traveling completely during terrorism? 4. Would you choose travel to a less dangerous destination rather than stop traveling during terrorism?	風險感知 1.如果旅行費用低，你會忽視人身安全嗎？ 2.你認為泰國是一個安全的旅遊目的地嗎？ 3.你會在恐怖主義期間完全停止旅行嗎？ 4.在恐怖主義期間，你會選擇去一個不那麼危險的地方而不是停止旅行嗎？	風險感知 1.我不會因為旅行費用低而忽視人身安全。 2.我認為新冠病毒疫情發生地是一個危險的旅遊目的地。 3.我會在新冠病毒疫情期間完全停止旅行。 4.在新冠病毒疫情期間，我會選擇去一個沒有發生疫情的地方而不是停止旅行。	Rittichainuwat & Chakraborty (2009)
Perceived anxiety　3 1. Worried about the new flu. 2. Fear for the new flu. 3. Thinking about the new flu.	感知焦慮 1.擔心新流感。 2.害怕新流感。 3.思考新流感。	感知焦慮 1.我會經常擔心新冠病毒疫情。 2.我會經常害怕新冠病毒疫情。 3.我會經常思考新冠病毒疫情。	Bults et al., 2011
Perceived severity　3 1. Severity of the new flu. 2. Severity of getting the new flu coming year. 3. The new flu is very harmful for my health.	感知嚴重性 1.新流感的嚴重程度。 2.來年患新流感的嚴重程度。 3.新流感對我的健康有害。	感知嚴重性 1.新冠病毒疫情非常嚴重。 2.接下來一段時間新冠病毒疫情會更嚴重。 3.新冠病毒疫情對我的健康有害。	Bults et al., 2011
Destination Sustainability　10 *Economic sustainability* 1. I have observed that the municipal area is making investments to attract tourists. 2. I have seen that the municipal area has good basic infrastructures. 3. I consider that the tourist services at the destination provide good value for money. 4.　I think that the economic beneffits of tourism in the	目的地可持續性 經濟可持續性 1.我注意到市政府正在投資吸引遊客。 2.我看到市政區域有很好的基礎設施。 3.我認為目的地的旅遊服務物有所值。 4.我認為市區旅遊業的經濟效益大於旅遊業的經濟成本。	目的地可持續性 經濟可持續性 1.政府需要落實風險管理措施以吸引遊客。 2.市政區域需有很好的交通基礎設施。 3.目的地的旅遊風險管理需讓遊客覺得安心且物超所值。	Iniesta-Bonillo, M. A., Sánchez-Fernández, R., & Jiménez-Castillo, D. (2016)

municipal area are greater than the economic costs of tourism. *Cultural sustainability* 1. I think the municipal area values its historical heritage (monuments, etc.). 2. I think the municipal area values its cultural heritage (festivities, traditions, etc.). 3. I think that local cultural and historical heritage resources and authenticity are being preserved due to tourist activity. *Environmental sustainability* 4. I think the level of pollution in the municipal area is acceptable. 5. I think the level of smells in the municipal area is acceptable. I think crowd levels are acceptable even at the height of the tourist season	文化可持續性 1.我認為市政區重視其歷史遺產（紀念碑等）。 2.我認為市政區重視其文化遺產（慶典、傳統等）。 3.我認為由於旅遊活動，當地的文化歷史遺產資源和真實性正在得到保護。 環境可持續性 1.我認為市區的污染程度是可以接受的。 2.我認為市區的氣味水準可以接受。 3.我認為即使在旅遊旺季，人群水準也是可以接受的。	4.經濟效益與風險管理成本需取得平衡，才能讓區域旅遊經濟永續發展。 文化可持續性 1. 新冠病毒疫情並不會減少歷史遺產的吸引力。 2.文化遺產（慶典、傳統節慶等）會受新冠病毒疫情影響，但不會消失。 3. 新冠病毒疫情並不會衝擊當地的文化歷史遺產資源保護的措施。 環境可持續性 1.為防範新冠病毒疫情擴大，我認為市區的污染程度是可以接受的。 2. 為防範新冠病毒疫情擴大，我認為市區的氣味水準可以接受。 3.防範新冠病毒疫情擴大，即使在旅遊旺季，人群的控管所帶來的不便是可以接受的。	

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危機管理計畫
*針對這次新型冠狀病毒疫情：

1. 政府有詳細、現實的危機應急計畫。
2. 政府在政治、經濟、社會、自然和商業方面系統性捕獲和解釋了危機局勢。
3. 政府明確了危機管理決策的角色與責任。
4. 企業的危機管理與政府戰略規劃過程完整結合。
5. 政府規劃和培訓的步驟符合利益相關者的利益。
6. 政府正在全面地、有效地瞭解危機並進行管理。
7. 政府保留了一定程度的靈活性，以便在運營層面做出快速果斷的反應。
8. 政府通過危機溝通和行銷策略影響溝通和看法。
9. 政府資訊和溝通管理有效地促進利益相關者之間的協調與協作。
10. 政府在重新評估目標市場的同時，也同時顧及重建自然環境和旅遊目的地形象。
11. 政府在旅遊恢復階段與大眾媒體建立或維持了積極的關係。
12. 政府有效地整合人力資源資本以應對危機。
13. 政府的培訓和發展有助於提高個人、團體和組織效率。
14. 政府防疫活動和過程對組織和個人學習產生了預期的影響。
15. 政府制定一套危機領導原則。
16. 政府避免或減少隨之而來的危機後果的能力是有效的。
17. 政府各級員工都處於積極處理及看待的狀態。

18. 政府可以通過改善回應管理來減少或減輕危機的影響，並迅速有效地確定危機對旅遊造成的損害。
19. 政府詳細解釋疫情進度會對危機應對有關的系統、角色和目標產生新的影響。
20. 政府的各種防疫措施重新建立及挑戰固有的組織文化規範。
21. 政府在危機管理流程的每個週期中都嵌入了新的學習迴圈，並確保了日後深度學習以及管理策略的實踐。
22. 我认为通过不同管道目的地風險資訊的分享，可以增加可信度
23. 我认为用户可以自由分享風險資訊到目的地托管的社交媒体上是很重要的
24. 我认为用户生成内容(UGC)或網路直撥对于低成本开发图像和视频库以及吸引國際遊客及降低疑慮至关重要
25. 我认为關鍵字搜尋可以对图片进行分类，以确保信息与潜在的访问者所需資訊相匹配
26. 新冠病毒疫情的發生會讓我認為出國旅遊不安全。
27. 由於新冠病毒疫情，我對參加戶外活動和生態旅遊的興趣有所增加。
28. 在選擇旅遊目的地時，我會避免受到疫情影響的地區。
29. 在疫情結束後，我會盡可能減少參與旅行團。
30. 在疫情結束後，我更想和我的家人一起旅行
31. 我以後不會再食用任何野生動物。
32. 新冠病毒疫情結束後，我會更關心公共娛樂場所的衛生和安全。
33. 新冠病毒疫情結束後，我會更關心旅遊團其他成員的健康情況。
34. 新冠病毒疫情結束後，我會更喜歡住在高品質的星級酒店。
35. 新冠病毒疫情結束後，我會更關心酒店的衛生和安全。
36. 當團體旅行時，我更傾向和旅遊團其他成員分開用餐。
37. 新冠病毒疫情會影響旅遊目的地服務品質。
38. 新冠病毒疫情會影響旅遊目的地休閒娛樂。
39. 新冠病毒疫情會影響旅遊目的地住宿品質和種類。
40. 新冠病毒疫情會影響旅遊目的地交通出行。
41. 新冠病毒疫情會影響旅遊目的地異地體驗。
42. 新冠病毒疫情會影響旅遊目的地建築觀光。
43. 我不會因為旅行費用低而忽視人身安全。
44. 我認為新冠病毒疫情發生地是一個危險的旅遊目的地。
45. 我會在新冠病毒疫情期間完全停止旅行。
46. 在新冠病毒疫情期間，我會選擇去一個沒有發生疫情的地方而不是停止旅行。
47. 政府需要落實風險管理措施以吸引遊客。

48. 市政區域需有很好的交通基礎設施。
49. 目的地的旅遊風險管理需讓遊客覺得安心且物超所值。
50. 經濟效益與風險管理成本需取得平衡，才能讓區域旅遊經濟永續發展。
51. 新冠病毒疫情並不會減少歷史遺產的吸引力。
52. 文化遺產（慶典、傳統節慶等）會受新冠病毒疫情影響，但不會消失。
53. 新冠病毒疫情並不會衝擊當地的文化歷史遺產資源保護的措施。
54. 為防範新冠病毒疫情擴大，我認為市區的污染程度是可以接受的。
55. 為防範新冠病毒疫情擴大，我認為市區的氣味水準可以接受。
56. 防範新冠病毒疫情擴大，即使在旅遊旺季，人群的控管所帶來的不便是可以接受的。