

## 调查问卷

### 1. 您的性别是：

- A. 男
- B. 女

### 2. 您的年龄是：

- A. 18 岁及以下
- B. 18-24 岁
- C. 25-34 岁
- D. 35-44 岁
- E. 45 岁及以上

### 3. 您计划在西藏旅游时间：

- A. 3 天
- B. 5 天
- C. 7 天
- D. 半个月
- E. E. 一个月
- F. F. 一个月以上

### 4. 您希望旅游的范围：

- A. 拉萨市内
- B. 拉萨市外
- C. 拉萨市内及市外

### 5. 您选择来西藏旅游的主要原因：

- A. 自然风光
- B. 文化体验
- C. 宗教信仰
- D. 其他（请说明）

### 6. 您对那些旅游活动感兴趣（可多选）：

- A. 登山徒步
- B. 摄影
- C. 文化体验
- D. 宗教朝圣
- E. 购物

**7. 您倾向于那种旅游方式:**

- A. 自助游
- B. B. 跟团游
- C. C. 自驾游

**8. 您希望在西藏的那种住宿类型:**

- A. 酒店
- B. 客栈
- C. 青年旅社
- D. 民宿

**9. 您对西藏内的交通方式偏好是:**

- A. 火车
- B. 公交
- C. 出租车
- D. 自驾

**10. 您是否了解过高原反应:**

- A. 了解
- B. 听说过但不太了解
- C. 不了解

**11. 您注重旅游中的美食体验吗:**

- A. 会
- B. 不会
- C. 不确定

**12. 您对旅行安全的关心程度:**

- A. 非常关心
- B. 一般关心
- C. 不太关心

**13. 您的旅行预算是多少：**

- A. 5000 元以下
- B. 5000-1 万元
- C. 1 万-2 万元
- D. 2 万元以上

**14. 您计划与谁同行：（可多选）**

- A. 独自旅行
- B. 朋友/同事
- C. 家人
- D. 情侣/夫妻

**15. 您是否会考虑重游西藏：**

- A. 一定会
- B. 可能会
- C. 不确定
- D. 不会

**16. 您更倾向于哪个季节前往西藏：**

- A. 春季（3-5 月）
- B. 夏季（6-8 月）
- C. 秋季（9-11 月）
- D. 冬季（12-2 月）

**17. 您对西藏旅游中的语言沟通需求如何：**

- A. 需要导游/翻译服务
- B. 依赖手机翻译工具
- C. 自行解决（如简单英语/藏语）
- D. 无特殊需求

**18. 您是否关注西藏旅游中的环保问题：**

- A. 非常关注，会主动减少环境影响
- B. 一般关注，尽量配合环保措施
- C. 不太关注

**19. 您是否会通过社交媒体分享西藏旅行经历：**

- A. 一定会
- B. 可能会
- C. 不会

**20. 您对西藏特色纪念品的购买意愿如何：**

- A. 非常愿意购买
- B. 选择性购买
- C. 不感兴趣

**21. 您是否需要专业导游讲解服务：**

- A. 必须需要
- B. 可有可无
- C. 不需要

**22. 您是否购买过西藏旅行保险：**

- A. 已购买
- B. 计划购买
- C. 不打算购买

**23. 您对西藏旅游中的特殊需求（如医疗、宗教仪式等）：**

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**24. 您获取西藏旅游信息的主要渠道是：（可多选）**

- A. 旅行社推荐
- B. 社交媒体（如小红书、抖音）
- C. 朋友/家人推荐
- D. 旅游网站（如携程、马蜂窝）

25. 您更倾向于选择哪种类型的旅行伴侣：

- A. 同龄人
- B. 专业导游团队
- C. 当地居民向导
- D. 无偏好

## Translation

### Questionnaire

**1. Your gender is:**

- A. Male
- B. Female

**2. Your age is:**

- A. 18 years and under
- B. 18-24 years
- C. 25-34 years
- D. 35-44 years
- E. 45 years and over

**3. The time you plan to travel in Tibet:**

- A. 3 days
- B. 5 days
- C. 7 days
- D. half a month
- E. E. one month
- F. F. more than one month

**4. The scope of your desired tour:**

- A. Inside Lhasa
- B. Outside Lhasa
- C. Inside and outside Lhasa

**5. The main reason you chose to visit Tibet:**

- A. natural parting of the light
- B. cultural experience

- C. religious belief
- D. other (please specify)

**6. What tourist activities are you interested in (multiple choices allowed):**

- A. Mountain trekking
- B. Photography
- C. Cultural experience
- D. Religious pilgrimage E. Shopping

**7. What type of travel do you prefer:**

- A. Self-guided tours
- B. Group tours
- C. Self-driving tours

**8. The type of accommodation you would like in Tibet:**

- A. hotel
- B. inn
- C. youth hostel
- D. bed and breakfast

**9. Your preference for transportation within Tibet is:**

- A. train
- B. bus
- C. cab
- D. self-driving

**10. Have you been informed about altitude sickness:**

- A. understand
- B. heard of but don't know much about
- C. don't understand

**11. Do you emphasize the culinary experience in your**

**travels:**

- A. will
- B. won't
- C. not sure

**12. Your level of concern for travel safety:**

- A. very concerned
- B. generally concerned
- C. not too concerned

**13. What is your travel budget:**

- A. Less than 5,000 yuan
- B. 5,000 - 10,000 dollars
- C. \$10,000-\$20,000
- D. More than \$20,000

**14. Who do you plan to travel with: (multiple choice)**

- A. Traveling alone
- B. Friends/colleagues
- C. Family members
- D. Couples/husbands and wives

**15. Would you consider revisiting Tibet:**

- A. Definitely
- B. Possible
- C. Uncertainty
- D. No

**16. Which season do you prefer to travel to Tibet?**

- A. Spring (March-May)
- B. Summer (June-August)
- C. Fall (September-November)



D. Winter (December-February)

**17. How do you feel about the need for verbal communication during your travels in Tibet:**

- A. Need for guided tours/interpretation services
- B. Reliance on cell phone translation tools
- C. Own solutions (e.g., simple English/Tibetan)
- D. No special needs

**18. Are you concerned about environmental issues in Tibet tourism:**

- A. Very concerned and will be proactive in minimizing environmental impacts
- B. General concern and cooperation with environmental measures to the extent possible
- C. Less concern

**19. Do you share your Tibet travel experiences through social media:**

- A. Definitely
- B. Possible
- C. No

**20. What is your willingness to buy souvenirs of Tibetan specialties:**

- A. Very willing to buy
- B. Selective buying
- C. Not interested

**21. Do you require the services of a professional guide:**

- A. The need for

- B. Optional
- C. Not required

**22. Have you purchased Tibet travel insurance:**

- A. Purchased
- B. Planned purchases
- C. No purchase intended

**23. Your special needs (e.g., medical treatment, religious ceremonies, etc.) in traveling in Tibet:**

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**24. The main channels through which you obtain information about traveling to Tibet are: (Multiple choices allowed)**

- A. Recommended by travel agents
- B. Social media (e.g., Xiaohongshu, Jieyin)
- C. Recommendations from friends/family
- D. Travel websites (e.g., Ctrip, Mabee's Nest)

**25. What type of travel companion would you prefer:**

- A. Peers
- B. Teams of specialized guides
- C. Local population guides
- D. No preference