1. Have you had the following experiences during your travels? [Multiple-choice] *

☐Online reservation, such as searching for travel guides and booking flights, hotels, and tickets.

☐Utilizing online technology, such as mobile apps, for transportation, such as navigation and ride-hailing.

☐Enjoying smart services during accommodations, such as room voice assistants, hotel delivery robots, online express check-in/check-out.

☐Experiencing smart services at attractions, such as smart guides and intelligent crowd management.

☐Sharing on social platforms, such as posting travel guides on platforms like Yelp, Xiaohongshu (Little Red Book), Ctrip, Moments (WeChat), Weibo, etc.

☐All of the above

☐None of the above

2. Overall, to what extent do you agree with the following statements? [Matrix Single Choice]

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I believe that identity information (such as real name, phone number, home address, etc., which can identify specific individuals) as my privacy data.	○	○	○	○	○
I believe that behavioral information (such as travel history, travel expenses, travel reservations, etc., which can be used to analyze user habits) as my privacy data.	○	○	○	○	○
I believe that demographic information (such as gender, age, occupation, education level, income level, etc., used for demographic purposes) as my privacy data.	○	○	○	○	○
I believe that social relationship information (such as the identity information of relatives, partners, children, friends, etc.) as my privacy data.	○	○	○	○	○
I believe that biometric information (photos, audio, video, fingerprints, iris scans, etc.) as my privacy data.	○	○	○	○	○
I believe that social media account information (such as WeChat, Weibo, Xiaohongshu, etc.) as my privacy data.	○	○	○	○	○

3. The reservation stage refers to utilizing intelligent systems to gather information, compare services and prices, and book related products and service.
Which of the following activities do you engage in during the reservation stage? [Multiple-choice] *

□Booking attractions, such as museum reservations.

□Booking accommodations, such as hotels or vacation rentals.

□Booking transportation, such as flights or train tickets.

□Other: _____

4. During the reservation stage, how likely do you think the following information will be collected by travel service providers (such as hotels, attractions, platforms)? [Matrix single-choice]

	Very unlikely	Unlikely	Neutral	Likely	Very likely
Identity Information	○	○	○	○	○
Behavioral Information	○	○	○	○	○
Demographic Information	○	○	○	○	○
Social Relationship Information	○	○	○	○	○
Biometric Information	○	○	○	○	○
Social Media Account Information	○	○	○	○	○

5. During the reservation stage, how much do you agree with the following statements regarding information collection? [Matrix single-choice]

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I believe that too many entities collect my personal data.	○	○	○	○	○
I feel that too much of my personal data is being collected, including its quantity and type.	○	○	○	○	○
I believe that a lot of data collection is happening without my permission.	○	○	○	○	○

6. During the reservation stage, to what extent do you think your data will be used for the following purposes? [Matrix single-choice]

	Very unlikely	Unlikely	Neutral	Likely	Very likely
Optimize personalized services	○	○	○	○	○
Serve targeted advertisements based on my preferences	○	○	○	○	○
Improve overall service quality	○	○	○	○	○
Sell my data directly to third parties for profit	○	○	○	○	○

7. During the reservation stage, how likely do you think the following purposes will be used by travel service providers (such as hotels, hosts, platforms)? [Matrix single-choice]

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
I accept my data being used to improve overall service quality	○	○	○	○	○
I accept my data being used to optimize personalized services	○	○	○	○	○
I accept my data being sold directly to third parties for profit	○	○	○	○	○
I accept my data being used for targeted advertising	○	○	○	○	○

8. Considering the privacy risks during the reservation stage, would you take privacy risk protection measures? [Single-choice with fill-in-the-blank]

○Yes, I would take the following measures: _____

○No, I would not take any protection measures because: _____

9. The accommodation phase refers to staying at hotels or other lodging facilities using smart accommodation services.

During the accommodation stage, which type of accommodation do you typically prefer to stay in? [Ranking question, please enter numbers in square brackets] *

[ ] Hotel

[ ] Vacation rental

[ ] Other

10. What is the average nightly rate for the hotels/vacation rentals you usually stay in? [Single Choice]*

○Below 300

○301-600

○601-900

○901-1200

○Above 1200

11. Have you experienced the following services during the accommodation stage? [Multiple Choice]*

□Online room selection using an app or website

□Remote control of air conditioning in the room

□Self-check-in, such as using a hotel kiosk or online chat with the reservation system

□Robot assistance within the hotel premises

□Keyless entry without a key or card, such as using smart door lock with a password

□Free Wi-Fi

□Customization of the room through smart home devices, such as using a smart home app

□Fast online check-out or extension of stay

□Welcome mode with voice assistant guidance upon check-in

□Other: _____

12. In the accommodation stage, how likely do you think the following information will be collected by the service provider (e.g., hotel, host, platform)? [Matrix Single Choice]*

	Very unlikely	Unlikely	Neutral	Likely	Very likely
Identity Information	○	○	○	○	○
Behavioral Information	○	○	○	○	○
Demographic Information	○	○	○	○	○
Social Relationship Information	○	○	○	○	○
Biometric Information	○	○	○	○	○
Social Media Account Information	○	○	○	○	○

13. During the accommodation phase, to what extent do you agree with the following statements regarding information collection? [Matrix Single Choice]

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I believe that too many entities collect my personal data.	○	○	○	○	○
I feel that too much of my personal data is being collected, including its quantity and type.	○	○	○	○	○
I believe that a lot of data collection is happening without my permission.	○	○	○	○	○

14. During the accommodation phase, how likely do you think it is that the travel service providers (such as hotels, hosts, platforms) would use your data for the following purposes? [Matrix Single Choice]

	Very unlikely	Unlikely	Neutral	Likely	Very likely
Optimizing personalized services	○	○	○	○	○
Enhancing overall service quality for the service provide	○	○	○	○	○
Delivering targeted advertisements to me	○	○	○	○	○
Selling my data directly to third parties for the service provider's profit.	○	○	○	○	○

15. During the accommodation phase, to what extent do you agree with the following statements regarding the use of your personal data? [Matrix Single Choice]

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I accept my data being used to enhance the overall service quality for the service provider	○	○	○	○	○
I accept my data being used to optimize personalized services for me	○	○	○	○	○
I accept my data being used to deliver personalized advertisements to me	○	○	○	○	○
I accept my data being sold directly to third parties for the service provider's profit.	○	○	○	○	○

16. When considering privacy risks during the accommodation phase, would you take privacy protection measures? [Single-choice with fill-in-the-blank]

○Yes, I take the following measures: _____ *

○No, I haven't taken any protection measures because: _____ *

17. The transportation phase refers to using intelligent transportation means to move to or between destination.

What are the transportation methods you commonly use during your travels? [Multiple Choice]

□Using local apps or apps for public transportation, such as subways and buses

□Shared transportation, such as shared bicycles or electric scooters

□Ride-hailing, such as Didi Chuxing

□Self-driving

□Other: _____

18. During the transportation phase, how likely do you think the following information will be collected by service providers (e.g., travel platforms)? [Matrix Single Choice]

	Very unlikely	Unlikely	Neutral	Likely	Very likely
Identity Information	○	○	○	○	○
Behavioral Information	○	○	○	○	○
Demographic Information	○	○	○	○	○
Social Relationship Information	○	○	○	○	○
Biometric Information	○	○	○	○	○
Social Media Account Information	○	○	○	○	○

19. During the transportation phase, to what extent do you agree with the following statements regarding information collection? [Matrix Single Choice]

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I feel that too many entities collect my privacy data.	○	○	○	○	○
I feel that too much of my privacy data is being collected in terms of quantity and types.	○	○	○	○	○
I feel that a lot of data collection is happening without my permission.	○	○	○	○	○

20. During the transportation phase, how likely do you think the following purposes will be used by travel service providers (e.g., travel platforms)? [Matrix Single Choice]

	Very unlikely	Unlikely	Neutral	Likely	Very likely
Enhancing the overall performance of service providers	○	○	○	○	○
Optimizing personalized services for me	○	○	○	○	○
Delivering targeted advertisements to me based on my preferences	○	○	○	○	○
Directly selling my data to third parties for the benefit of service providers	○	○	○	○	○

21. During the transportation phase, to what extent do you agree with the following statements regarding the use of privacy data? [Matrix Single Choice]

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I accept my data being used to deliver targeted advertisements to me based on my preferences	○	○	○	○	○
I accept my data being used to enhance the overall performance of service providers	○	○	○	○	○
I accept my data being used to optimize personalized services for me	○	○	○	○	○
I accept my data being used to directly sell to third parties for the benefit of service providers	○	○	○	○	○

22. When considering privacy risks during the transportation phase, would you take privacy protection measures? [Single Choice]

○Yes, I take the following measures: _____ *

○No, I haven't taken any protection measures because: _____ *

23. The attraction stage refer to using smart tourism applications to obtain information and experiences at tourist sites.

Which smart services have you experienced during your visit to tourist attractions? [Multiple Choice]

□Free Wi-Fi

□Smart app or mini-program for the scenic area, providing functions like reservations and service inquiries

□Facial recognition/QR code gate access

□Mobile payment

□Smart guide, scanning QR codes for information about the attractions

□Real-time analysis of visitor flow in the scenic area

□Surveillance and security

□AR or VR immersive experiences

□Other: _____

24. In the context of attraction stage, how likely do you think the following information will be collected by travel service providers (e.g., scenic areas, platforms)? [Matrix Single Choice]

	Very unlikely	Unlikely	Neutral	Likely	Very likely
Identity Information	○	○	○	○	○
Behavioral Information	○	○	○	○	○
Demographic Information	○	○	○	○	○
Social Relationship Information	○	○	○	○	○
Biometric Information	○	○	○	○	○
Social Media Account Information	○	○	○	○	○

25. In the context of attraction stage, to what extent do you agree with the following statements regarding the collection of information? [Matrix Single Choice]

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I feel that too many entities will collect my privacy data.	○	○	○	○	○
I feel that too much of my privacy data is being collected in terms of quantity and types.	○	○	○	○	○
I feel that a lot of data collection is happening without my permission.	○	○	○	○	○

26. In the context of attraction stage, how likely do you think the following purposes will be used by travel service providers (e.g., scenic areas, platforms)? [Matrix Single Choice]

	Very unlikely	Unlikely	Neutral	Likely	Very likely
Optimizing the overall level of service providers	○	○	○	○	○
Optimizing personalized services for me	○	○	○	○	○
Sending me advertisements based on my preferences	○	○	○	○	○
Selling my data directly to third parties for the profit of service providers	○	○	○	○	○

27. In the context of attraction stage, to what extent do you agree with the following statements regarding the use of data? [Matrix Single Choice]

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I accept my data being used to optimize the overall level of service providers	○	○	○	○	○
I accept my data being used to optimize personalized services for me	○	○	○	○	○
I accept my data being used to send me advertisements based on my preferences	○	○	○	○	○
I accept my data being sold directly to third parties for the profit of service providers	○	○	○	○	○

28. When considering privacy risks in the context of attraction stage, do you take privacy protection measures? [Single-choice with fill-in-the-blank]

○Yes, I take the following measures: _____

○No, I do not take any protection measures because: _____

29. The social media sharing phase refers to sharing travel experiences and photos through social media platform.

After your trip, where do you usually share your travel experiences? [Multiple Choice]

□On social platforms with acquaintances, such as WeChat Moments or Weibo Friends Circle

□On social media platforms with strangers, such as Ctrip, Dianping, or Xiaohongshu

□Other: _____

30. In the social media sharing phase, how likely do you think the following information will be collected by service providers (such as scenic areas, social media platforms)? [Matrix Single Choice]

	Very unlikely	Unlikely	Neutral	Likely	Very likely
Identity information	○	○	○	○	○
Behavioral information	○	○	○	○	○
Demographic information	○	○	○	○	○
Social relationship information	○	○	○	○	○
Biometric information	○	○	○	○	○
Social account information	○	○	○	○	○

31. In the social media sharing phase, to what extent do you agree with the following statements regarding the collection of information? [Matrix Single Choice]

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I feel that too many individuals collect my privacy data	○	○	○	○	○
I feel that too much of my privacy data is collected in terms of quantity and type	○	○	○	○	○
I feel that a lot of data is collected without my permission	○	○	○	○	○

32. In the social media sharing phase, how likely do you think the following purposes will be used by travel service providers (such as social media platforms, scenic areas)? [Matrix Single Choice]

	Very unlikely	Unlikely	Neutral	Likely	Very likely
Optimizing the overall level of service providers	○	○	○	○	○
Optimizing personalized services for me	○	○	○	○	○
Sending me advertisements based on my preferences	○	○	○	○	○
Selling my data directly to third parties for the profit of service providers	○	○	○	○	○

33. In the social media sharing phase, to what extent do you agree with the following statements? [Matrix Single Choice]

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I accept my data being used to optimize the overall level of service provider	○	○	○	○	○
I accept my data being used to optimize personalized services for me	○	○	○	○	○
I accept my data being used to send me advertisements based on my preferences	○	○	○	○	○
I accept my data being sold directly to third parties for the profit of service providers	○	○	○	○	○

34. When you share on social platforms, do you take privacy protection measures? [Single Choice]

○Yes, I take the following measures: _____

○No, I do not take any protective measures because: _____

35. Gender: [Single Choice]

○Male   ○Female

36. Education level: [Single Choice]

○Middle school or below

○High school/vocational school

○College associate degree

○Bachelor's degree

○Master's degree or above

37. Age group: [Single Choice]

○19~25   ○26~35   ○36~45   ○46~55

○55 and above

38. Marital status: [Single Choice]

○Single

○Married

○Other

39. Children status: [Single Choice]

○None

○1 child

○2 children

○3 children or more

40. Leave your contact information: [fill-in-the-blank]
We will select some respondents for follow-up interviews and provide an additional reward of 100 RMB. If you are interested, please leave your contact information, and our researchers will contact you to coordinate the time:_____