This article contains dataset on the behavior of international tourists when traveling is related to 1) tourist demographics, 2) things that affect tourists to choose travel destinations when planning, 3) use of mobile data while traveling, 4) how to get internet access while traveling, 5) social media used during traveling, and 6) behavior of smartphone use for tourists during traveling. The raw data presented here can be used as material to analyze the behavior of international tourists related to any media that affects international tourists in planning their trips, and how they behave during traveling. This data is a source of raw data from
Mobile computing
Tourist behavior

our research on smartphones and international tourist behavior, besides being used for various other research purposes. © 2019 The Author(s). Published by Elsevier Inc. This is an open access article under the CC BY license (http://creativecommons.org/licenses/by/4.0/).

Specifications Table

| Subject | Computer Network and Communications |
|---------|-------------------------------------|
| Specific subject area | ICT in Tourism |
| Type of data | Text in Data Sheet, Questionnaire Form, Tourist Response. |
| How data were acquired | The survey, analytics, self-report questionnaires. |
| Data format | Raw data in datasheet format, Excel compatible |
| Parameters for data collection | Demographic Behavior for international tourist while traveling |
| Description of data collection | Raw data collection through a questionnaire about the behavior of international tourists on smartphone use. |
| Data source location | Bandung, Indonesia. |
| Data accessibility | Repository name: Mendeley Data |
| | Data identification number: https://doi.org/10.17632/zwzb8hzc9j.1 |
| | Direct URL to data: https://data.mendeley.com/datasets/zwzb8hzc9j/1 |

Value of the Data

- This dataset is useful for those who want to acquire an international tourist behavior.
- This dataset can provide benefits for ICT developers as well as Tourism Stakeholder.
- This dataset is easy to process for further information.
- Available data provide the behavior of international tourists on technology usage.

1. Data

The dataset is the result of the distribution of response from international tourists related to the ICT—a source of input to infer tourist behavior used this dataset. The data are mainly related to the use of information and communication technology [1–7]. The dataset consists of seven groups, as shown in Fig. 1.

Each group stores specific data fields within the groups. The criteria for each behavioral group stored in each record. Following Tables 1–7 in the Questionnaire form (Fig. 2) as an essence of fields used in storing the results of the questionnaire is acquired one by one.

Each group present of each topic. Personal data stored in a table based on these groups:

1. Personal demographic. The demographics of each tourist participating in completing the questionnaire (see Table 1)

![Fig. 1. Data group in the dataset.](image-url)
### Table 1
Group fields of Tourist Personal Demographic.

| Field Name | Type    | Description                                                                 |
|------------|---------|------------------------------------------------------------------------------|
| p_age      | Number  | Age of tourist                                                               |
| p_gender   | Options | Gender of tourist                                                             |
| p_edu      | Options | The education level of tourist. The contents are in the form of choices, L: |
| p_country  | Text    | Country origin of tourist                                                    |

### Table 2
Group fields of Tourist Pre-trip Source Information.

| Field Name | Type   | Description                  |
|------------|--------|------------------------------|
| pre_OA     | Boolean| Online Advertising           |
| pre_SM     | Boolean| Social Media                 |
| pre_NP     | Boolean| Newspaper                    |
| pre_Mg     | Boolean| Magazine                     |
| pre_TV     | Boolean| Television                   |
| pre_TA     | Boolean| TripAdvisor                  |
| pre_AA     | Boolean| Advice Agent                 |
| pre_Bl     | Boolean| Blog                         |
| pre_SE     | Boolean| Search Engine                |
| pre_rec    | Boolean| Recommendation               |
| pre_desc   | Boolean| Description additional       |

### Table 3
Group fields of Tourist Mobile Operator while traveling.

| Field Name | Type | Description                              |
|------------|------|------------------------------------------|
| m_local    | Boolean | Local operator usage by tourist          |
| m_roaming  | Boolean | Activates roaming facilities from the operator of the country of origin |

### Table 4
Fields in the group of Tourist Internet Usage Location.

| Field Name                    | Type   | Description                                      |
|-------------------------------|--------|--------------------------------------------------|
| internet_hotel                | Boolean| Internet usage at the hotel by tourist           |
| Internet_restaurant           | Boolean| Internet usage at restaurant by tourist          |
| Internet_tourist_attraction   | Boolean| Internet usage at a tourist attraction by tourist|

### Table 5
Group fields of Tourist Internet-Connected and Usage Time While Traveling.

| Field Name       | Type     | Description                                      |
|------------------|----------|--------------------------------------------------|
| Internet_daily_usage | Number   | Total hours of daily usage and connected to the internet while traveling by tourist |

### Table 6
Group fields of Tourist usage of Social Media While Traveling.

| Field Name | Type   | Description                                      |
|------------|--------|--------------------------------------------------|
| Soc_med    | Text   | Tourist social media name used while traveling   |
2. Experimental design, materials, and methods

Application programs that can be used to open, process, and display the query datasets are compatible with Microsoft programs that can open data in XLSX format. To use this data, the user can retrieve it from the dataset stored on Mendeley’s repository [8].

Data material was obtained from the results of the distribution of questionnaires on foreigners and tourists in Bandung [9,10] in the period 11 April 2019 to 28 May 2019.

To process and experiment with data, including doing it by filtering, sorting by using the general formula that is in the data processor.

Based on existing data, data processors can find some results according to the wishes included in the dataset, for example, particular country tourist behavior, age-based behavior, gender-based behavior, or behavior based on education level. Processing is also combined based on several other categories.

Thus, the data contained in this dataset can be an input for various parties related to the behavior of international tourists to be able to travel [11]. This data is useful for a variety of research carried out in the field of ICT [12], especially in the area of tourism research.

Transparency document

As a form of transparency related to this article, data can be found online, namely through the repository provided by Mendeley with the address https://doi.org/10.17632/zwzb8hzc9j.1.
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Conflict of Interest

The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

Fig. 2. Questionnaire form.
Appendix A. Supplementary data

Supplementary data to this article can be found online at https://doi.org/10.1016/j.dib.2019.104610.

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