

ภาคผนวก

Factors Influencing the Choice of Adventure Activities of Foreign Tourists in Chiang Mai Province

This surveying Questionnaire is the Independent Study as a partial fulfillment of the Master Degree of Economics, Chiang Mai University. Information contains in this study will be used only for the research and will be kept in secret. Finally, I would like to express sincere thank to all of the cooperation which may receive from the respondents.

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DIRECTION: Please fill in the blank and mark in front of the answer

1. Sex Male Female

2. Age.....years

3. Education High School or Lower Diploma, Certificate
 Bachelor Degree Master Degree
 Ph. D.

4. Occupation Employee/ Company Officer Business Owner
 Government/ State Enterprise Officer Student
 Others (please specify).....

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5. Status () Single () Married
 () Divorced () Separated

6. Country of residence.....

7. Average Income per month (\$US)..... Or other currencies.....

8. Have you ever been before?

- () Never
 () Yes () 1 times () 2-3 times () more than 3 times

9. Average total expense per day in Chiang Mai (\$US)..... Or other currencies.....

10. Who do you travel with?

- () Alone () Family
 () Friend () Travel Agency/ Group Tour
 () Other (please specify).....

11. Where do you stay in Chiang Mai?

- () Hotel () Guest house
 () Resort () Home stay
 () Other.....

12. How long will you stay in Chiang Mai for this trip?

- () 1-3 days () 3 days – 1 week
 () more than 1 week

13. How do you know Adventure Activities in Chiang Mai. (able to answer more than 1 choice)

- Internet Newspaper/Magazines
 Travel Agency Hotel/Accommodation
 Friends/ Relatives Signboard/ Poster
 Other.....

14. Who is the most influence person in making decision to choose Adventure Activities in Chiang Mai.

- Yourself Family
 Friend Other.....

15. What is influence to choose Adventure Activities in Chiang Mai.(select 1 answer)

- Highest Safety Standards
 Cheap
 Variety of Activities
 Famous
 Good service and Standard
 Suitable Expenditure
 Standard of Place
 Good Natural
 Comfortable of contact
 Comfortable of Traveling

16. What is your favorite Adventure Activities in Chiang Mai. (select 1 answer)

- Bungee Jumping
- Climbing
- Walk in National Park / Trekking/Hiking the Tropical Forest
- Paintball /BB
- Elephant Riding
- Bird Watching
- Mountain Biking
- Moto-Cross/ATV
- Fight of Gibbon
- Rafting
- Other.....

17. Where would you buy Adventure Activities Package.

- Tour Operator
- Travel Agency
- Internet
- Other.....

18. What kind of Adventure Activities Package would you like to buy.

- One Day Trip
- 3 Days 2 Nights
- 4 Days 3 Night
- Other.....

19. Average total expense per trip (\$US)..... Or other currencies.....

20. What month do you want to travel in Chiang Mai.

- January
- February
- March
- April
- May
- June
- July
- August
- September
- October
- November
- December

21. What is the unsatisfied or problems during your trip in Chiang Mai.

- Non
- Unqualified service place
- Unreasonable price and services
- Lack of safeties of equipment
- Other.....

22. Will you travel Chiang Mai again.

- Yes
- No (Please Specify).....

23. What is the most influence factor in choosing a travel Adventure Activities in Chiang Mai

- Product
- Price
- Place
- Promotion
- Personnel
- Service

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Suggestion

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Level of influence to choose travel Adventure Activities in Chiang Mai

	Less	Moderate	Much	Non- influence
PRODUCT				
Variety of Package				
Safety from Wild Animals				
Equipment Safety				
Good Quality and Standard of Services				
PRICE				
Suitable Expenditure				
Clearly Indicated Rate				
PLACE				
Variety of Natural				
Safety				
Reputation of place				
Atmosphere of pace				
Easy to Travel				
PROMOTION				
Through Advertisement in Various types of Media				
Having a Promotion such as Discount Rate				
PERSONNEL				
Having Experience, Skill and Knowledge of Adventure Activities in Chiang Mai				
Good Personality and Friend				
Having Communication Skill				
SERVICES				
Staff attitude				
Quickly of services				
Convenience of transportation				

ประวัติผู้เขียน

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ประวัติการศึกษา	สำเร็จการศึกษาระดับมัธยมศึกษา โรงเรียนนารีรัตน์จังหวัดแพร่ สำเร็จการศึกษาระดับปริญญาตรี บัญชีบัณฑิต มหาวิทยาลัยเชียงใหม่



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