



ภาคผนวก

ลิขสิทธิ์มหาวิทยาลัยเชียงใหม่

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ภาคผนวก ก
สถิตินักท่องเที่ยวที่มาเที่ยวซ้ำ

ตารางที่ ผ-1 เปรียบเทียบจำนวนนักท่องเที่ยวต่างชาติที่เดินทางมาเที่ยวประเทศไทยครั้งแรก
และกลับมาเที่ยวซ้ำ ปี พ.ศ. 2550

Country of residence	First-time visitors			Repeat visitors		
	No. of arrivals (persons)	Proportion (%)	Δ (%)	No. of arrivals (persons)	Proportion (%)	Δ (%)
East Asia	2,877,638	36.06	+ 0.92	5,103,567	63.94	+ 0.25
<i>ASEAN</i>	<i>682,415</i>	<i>18.17</i>	<i>- 5.56</i>	<i>3,073,139</i>	<i>81.83</i>	<i>+ 8.45</i>
Brunei	3,304	26.58	- 1.81	9,126	73.42	- 1.84
Cambodia	21,597	19.85	+ 51.27	87,179	80.15	- 21.50
Indonesia	72,073	30.81	- 1.19	161,846	69.19	+ 11.44
Laos	67,346	12.92	+ 131.32	453,716	87.08	+ 79.25
Malaysia	215,262	13.87	- 32.04	1,336,697	86.13	+ 5.93
Myanmar	24,651	32.79	+ 31.67	50,532	67.21	+ 4.55
Philippines	80,310	40.38	+ 15.98	118,563	59.62	- 10.90
Singapore	99,662	12.47	+ 15.91	699,438	87.53	- 4.47
Vietnam	98,210	38.63	- 12.49	156,042	61.37	+ 11.77
China	600,695	59.88	+ 0.49	402,446	40.12	- 7.60
Hong Kong	132,845	29.65	+ 13.71	315,212	70.35	- 9.03
Japan	447,742	35.86	+ 5.65	800,958	64.14	- 7.89
Korea	789,781	73.43	+ 4.15	285,735	26.57	- 16.75
Taiwan	215,287	50.41	- 4.51	211,746	49.59	- 14.41
Others	8,873	38.24	+ 31.84	14,331	61.76	- 2.41

ตารางที่ ผ-1 (ต่อ)

Country of residence	First-time visitors			Repeat visitors		
	No. of arrivals (persons)	Proportion (%)	Δ (%)	No. of arrivals (persons)	Proportion (%)	Δ (%)
Europe	1,592,725	43.17	+ 33.56	2,097,045	56.83	- 1.51
Austria	31,080	41.92	+ 11.84	43,070	58.08	- 11.94
Belgium	27,154	39.33	+ 9.05	41,888	60.67	- 0.11
Denmark	45,925	34.02	+ 22.37	89,081	65.98	+ 2.84
Finland	64,798	46.84	+ 48.34	73,534	53.16	+ 7.63
France	139,248	39.60	+ 35.26	212,403	60.40	- 2.10
Germany	203,748	37.93	+ 25.21	333,452	62.07	- 3.41
Italy	70,008	44.05	+ 38.53	88,915	55.95	- 4.19
Netherlands	86,045	46.93	+ 18.61	97,302	53.07	- 4.34
Norway	40,969	37.22	+ 27.26	69,107	62.78	- 0.89
Russia	178,535	63.81	+ 66.54	101,236	36.19	+ 21.05
Spain	51,641	60.96	+ 40.63	33,073	39.04	- 10.85
Sweden	144,416	38.58	+ 51.02	229,904	61.42	+ 8.62
Switzerland	45,217	29.74	+ 36.48	106,805	70.26	- 5.08
United Kingdom	303,129	40.61	+ 18.13	443,293	59.39	- 9.33
East Europe	77,214	58.79	+ 60.01	54,124	41.21	+ 15.02
Others	83,598	51.14	+ 38.99	79,858	48.86	+ 4.86
The Americas	321,750	39.35	+ 13.56	495,814	60.65	- 8.48
Argentina	3,404	60.67	+ 68.68	2,207	39.33	+ 22.88
Brazil	6,151	55.79	+ 49.48	4,875	44.21	+ 1.33
Canada	64,631	43.16	+ 13.70	85,132	56.84	- 8.54
USA	230,452	36.95	+ 10.22	393,186	63.05	- 8.90
Others	17,112	62.17	+ 51.66	10,414	37.83	- 0.79
South Asia	307,884	44.91	+ 30.31	377,690	55.09	+ 2.37
Bangladesh	13,045	27.18	+ 28.97	34,954	72.82	+ 2.91
India	250,688	49.52	+ 33.93	255,549	50.48	+ 5.36
Nepal	5,992	29.18	+ 6.54	14,546	70.82	- 17.26
Pakistan	18,144	37.99	+ 18.08	29,617	62.01	- 0.47
Sri Lanka	16,338	36.93	+ 9.20	27,901	63.07	- 14.12
Others	3,677	19.56	+ 21.15	15,123	80.44	+ 19.90

ตารางที่ ผ-1 (ต่อ)

Country of residence	First-time visitors			Repeat visitors		
	No. of arrivals (persons)	Proportion (%)	Δ (%)	No. of arrivals (persons)	Proportion (%)	Δ (%)
Oceania	278,096	38.03	+ 38.94	453,187	61.97	+ 6.11
Australia	240,311	37.66	+ 39.10	397,815	62.34	+ 8.77
New Zealand	36,782	40.90	+ 36.83	53,146	59.10	- 11.16
Others	1,003	31.06	+ 95.90	2,226	68.94	+ 44.45
Middle East	213,243	46.98	+ 35.98	240,648	53.02	- 3.37
Egypt	7,397	60.30	+ 44.44	4,871	39.70	- 24.19
Israel	62,804	51.06	+ 17.58	60,208	48.94	- 6.27
Kuwait	12,355	35.22	+ 18.55	22,728	64.78	- 20.15
Saudi Arabia	12,678	52.29	+ 19.54	11,568	47.71	- 12.79
U.A.E.	40,491	41.27	+ 34.69	57,631	58.73	+ 1.21
Others	77,518	48.10	+ 64.23	83,642	51.90	+ 4.95
Africa	49,503	47.17	+ 32.61	55,438	52.83	- 2.87
South Africa	23,872	51.59	+ 28.52	22,397	48.41	- 9.94
Others	25,631	43.69	+ 36.66	33,041	56.31	+ 2.58
Grand Total	5,640,839	39.00	+ 13.78	8,823,389	61.00	- 0.46

ที่มา: การท่องเที่ยวแห่งประเทศไทย (2551)

ตารางที่ ผ-2 สัดส่วนของนักท่องเที่ยวที่เดินทางมาเที่ยวประเทศไทยครั้งแรก และกลับมาเที่ยวซ้ำ
ในปี พ.ศ. 2550 จำแนกตามประเทศที่อาศัย

Country of residence	First-time visitors		Repeat visitors	
	No. of arrivals (persons)	Proportion (%)	No. of arrivals (persons)	Proportion (%)
East Asia	2,877,638	51.01	5,103,567	57.84
<i>ASEAN</i>	682,415	12.10	3,073,139	34.83
Brunei	3,304	0.06	9,126	0.10
Cambodia	21,597	0.38	87,179	0.99
Indonesia	72,073	1.28	161,846	1.83
Laos	67,346	1.19	453,716	5.14
Malaysia	215,262	3.82	1,336,697	15.15
Myanmar	24,651	0.44	50,532	0.57
Philippines	80,310	1.42	118,563	1.34
Singapore	99,662	1.77	699,438	7.93
Vietnam	98,210	1.74	156,042	1.77
China	600,695	10.65	402,446	4.56
Hong Kong	132,845	2.36	315,212	3.57
Japan	447,742	7.94	800,958	9.08
Korea	789,781	14.00	285,735	3.24
Taiwan	215,287	3.82	211,746	2.40
Others	8,873	0.16	14,331	0.16
Europe	1,592,725	28.24	2,097,045	23.77
Austria	31,080	0.55	43,070	0.49
Belgium	27,154	0.48	41,888	0.47
Denmark	45,925	0.81	89,081	1.01
Finland	64,798	1.15	73,534	0.83
France	139,248	2.47	212,403	2.41
Germany	203,748	3.61	333,452	3.78
Italy	70,008	1.24	88,915	1.01
Netherlands	86,045	1.53	97,302	1.10
Norway	40,969	0.73	69,107	0.78
Russia	178,535	3.17	101,236	1.15
Spain	51,641	0.92	33,073	0.37

ตารางที่ ผ-2 (ต่อ)

Country of residence	First-time visitors		Repeat visitors	
	No. of arrivals (persons)	Proportion (%)	No. of arrivals (persons)	Proportion (%)
Sweden	144,416	2.56	229,904	2.61
Switzerland	45,217	0.80	106,805	1.21
United Kingdom	303,129	5.37	443,293	5.02
East Europe	77,214	1.37	54,124	0.61
Others	83,598	1.48	79,858	0.91
The Americas	321,750	5.70	495,814	5.62
Argentina	3,404	0.06	2,207	0.03
Brazil	6,151	0.11	4,875	0.06
Canada	64,631	1.15	85,132	0.96
USA	230,452	4.09	393,186	4.46
Others	17,112	0.30	10,414	0.12
South Asia	307,884	5.46	377,690	4.28
Bangladesh	13,045	0.23	34,954	0.40
India	250,688	4.44	255,549	2.90
Nepal	5,992	0.11	14,546	0.16
Pakistan	18,144	0.32	29,617	0.34
Sri Lanka	16,338	0.29	27,901	0.32
Others	3,677	0.07	15,123	0.17
Oceania	278,096	4.93	453,187	5.14
Australia	240,311	4.26	397,815	4.51
New Zealand	36,782	0.65	53,146	0.60
Others	1,003	0.02	2,226	0.03
Middle East	213,243	3.78	240,648	2.73
Egypt	7,397	0.13	4,871	0.06
Israel	62,804	1.11	60,208	0.68
Kuwait	12,355	0.22	22,728	0.26
Saudi Arabia	12,678	0.22	11,568	0.13
U.A.E.	40,491	0.72	57,631	0.65
Others	77,518	1.37	83,642	0.95

ตารางที่ ผ-2 (ต่อ)

Country of residence	First-time visitors		Repeat visitors	
	No. of arrivals (persons)	Proportion (%)	No. of arrivals (persons)	Proportion (%)
Africa	49,503	0.88	55,438	0.63
South Africa	23,872	0.42	22,397	0.25
Others	25,631	0.45	33,041	0.37
Grand Total	5,640,839	100.00	8,823,389	100.00

ที่มา: การท่องเที่ยวแห่งประเทศไทย (2551)



ภาคผนวก ข

แบบสอบถามที่ใช้ในการสัมภาษณ์กลุ่มตัวอย่าง

ภายใต้โครงการการพัฒนาการท่องเที่ยวเชิงบูรณาการที่ยั่งยืนในลุ่มแม่น้ำโขง ปีที่ 4

ลิขสิทธิ์มหาวิทยาลัยเชียงใหม่

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**Social Research Institute
Chiang Mai University**

Date...../...../ 2008
Interviewer..... No.....
Place.....

**Questionnaire
Destination Image, Tourist Satisfaction and Destination Loyalty in Thailand**

Free Individual Tourist

Part I: Travel Information

1. How many times on average do you travel internationally (during the last 5 years)?
 1 2 3 4 5 or more times a year Occasionally, though not every year
2. Is this your first trip to Thailand? Yes No
3. Including this trip, how many times have you visited Thailand this year? 1 2 3 _____ times
4. Excluding this trip, how many more times do you plan to visit Thailand this year? _____ (#) times
5. Which is the source of information which makes you decide to visit Thailand? (more than one answer is possible)
 Tourist agency International exhibition/Road show Friends or relatives
 Advertisement in CNN Websites of Tourism Authority of Thailand Other websites
 Travel magazine Posters/brochures/VDO Guidebook
 Others (pls. specify) _____
6. How did you travel to Thailand on this trip? (more than one answer is possible)
 Land
 Sea
 Air and, if so, by
 Low cost airline Regular airline
7. What is the main purpose of this trip? (choose one answer only)
 Vacation Honeymoon Visit family/friend(s) Business
 Study trip/education Meeting/conference/exhibition Official assignment
 Health check/surgery Other (pls. specify) _____
8. How would you describe your trip? (choose one answer only)
 Backpack Budget travel Regular travel Luxury travel
9. Are any family members traveling with you in this trip?
 No (skip to Question 11.) Yes
10. If yes to question 9, please indicate the number of family members traveling with you on this trip by age range. (Not including yourself)
 Younger than 4 _____ (#) person 13 – 17 years old _____ (#) person
 4 – 8 years old _____ (#) person 18 – 65 years old _____ (#) person
 9 – 12 years old _____ (#) person Older than 65 _____ (#) person
11. How often do you take an international vacation with your family?
 Never Occasionally Once a year More than once a year
12. How many countries will you have visited on this trip? _____ (#) countries
13. What is the total duration of this trip? _____ (#) days

14. Which countries in the Greater Mekong Subregion (GMS, see following countries) will you visit during this trip? How many nights will you stay in each? (If did not visit any following GMS countries, skip to Question 15.)

Cambodia _____ (#) nights Laos _____ (#) nights
 Guangxi (China) _____ (#) nights Vietnam _____ (#) nights
 Myanmar _____ (#) nights Yunnan (China) _____ (#) nights

15. In this trip to the GMS, through which gateway did you first arrive? (only one answer)

Bangkok Ha Noi Ho Chi Minh City Phnom Penh Siem Reap
 Other (pls. specify) _____

16. On departure, from which GMS gateway will you depart?

Bangkok Ha Noi Ho Chi Minh City Phnom Penh Siem Reap
 Other (pls. specify) _____

17. Which of the following countries would you consider the first alternative destination to Thailand? (Choose only 1)

Cambodia China Hong Kong India Lao PDR
 Malaysia Philippines Singapore Vietnam
 Other (pls. specify) _____

18. Have you encountered any unsafe, risky, or uncomfortable situations while in Thailand?

Yes No (skip to next question)

If yes, what? (more than one answer is possible)

Lost/misplaced belongings Theft Violence
 Gastric problems Traffic accidents Cheated
 Other (pls. specify) _____

19. Which of the following destinations have you visited and will have visited on this trip? (more than one answer is possible)

Bangkok Pattaya Chiang Mai Phuket Krabi
 Chiang Rai Other (pls. specify) _____

Part II: Your Image of Thailand before your Arrival

20. Before your arrival, when you thought of Thailand, would you have agreed/disagreed with the following images? (please tick appropriate box for each row)?

Items	Do not know	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
1. Beautiful beaches and clear sky						
2. Other beautiful natural attractions						
3. Relaxing way of life						
4. Wide-variety of cultural attractions						
5. Delicious food						
6. Colorful nightlife						
7. Great shopping						
8. Relaxing massage/spa						
9. Wonderful people						
10. High quality service						
11. Very clean						
12. Very safe						
13. Efficient & reliable transportation/communication						
14. Very reasonable prices						
15. Other (pls. specify)						

21. When planning to Thailand, how important were the following factors? (Please choose only one level of importance for each attraction)

Items	Not important	Least important	Slightly important	Fairly important	Very important	Most important
1. Sun sand sea						
2. Other natural attractions						
3. Weather						
4. World heritage sites						
5. Other cultural attractions						
6. Food						
7. Nightlife						
8. Shopping						
9. Massage/spa						
10. People						
11. Accommodation						
12. Cleanliness						
13. Safety						
14. Transportation/communication						
15. Reasonable prices						

Part III: Service/Trip Quality

22. Please indicate your level of satisfaction with the following items during this trip to Thailand (please tick appropriate box for each row).

Items	Not applicable	Level of satisfaction				
		Very low	Low	Medium	High	Very high
1. Sun sand sea						
2. Other natural attractions						
3. Weather						
4. World heritage sites						
5. Other cultural attractions						
6. Food						
7. Nightlife						
8. Shopping						
9. Massage/spa						
10. People						
11. Accommodation						
12. Cleanliness						
13. Safety						
14. Transportation/communication						
15. Reasonable prices						

Part IV: Perceived Value (in Terms of Cost and Time)

23. Please tick the appropriate column while considering your income, the cost of travel, and the value of your time.

Items	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
1. This trip to Thailand was good value for money.					
2. This trip to Thailand was a good use of my time.					
3. Thailand offered a worthwhile tourism experience.					
4. I will pay to come to Thailand for a vacation again.					

Part V: Overall Satisfaction and Destination Loyalty

24. Please indicate your level of agreement with the following items (tick appropriate column).

Items	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
1. Overall, I enjoyed my trip to Thailand.					
2. Overall, my satisfaction with this trip is greater than my expectation.					
3. I am satisfied with my decision to select Thailand as my travel destination.					

25. Please indicate your level of agreement with the following items (tick appropriate column).

Items	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
1. I will revisit Thailand because of business or occupation related trips.					
2. I would like to visit Thailand again.					
3. I will definitely revisit Thailand for another vacation.					
4. I will recommend Thailand as a travel destination to my friends and family.					

Part VI: Travel Expenses

26. What are your total expenses for this entire trip, including Thailand?

SUS _____, including international airfare, which is _____ \$US/trip

27. How many nights did you spend in Thailand? _____ (#) nights

28. During your stay in Thailand only, what are/were your expenses?

- a) Total expenses _____ \$US (excluding international airfare)
- b) Local souvenirs shopping _____ \$US/trip
- c) Food product souvenirs _____ \$US/trip
- d) Authentic International brand name shopping _____ \$US/trip
- e) Night entertainment _____ \$US/trip
- f) Golfing _____ \$US/trip
- g) Spa/traditional massage _____ \$US/trip
- h) Medical checkup/surgery _____ \$US/trip
- i) Other important expenditure (pls. specify) _____ \$US/trip

Part VII: Personal information29. Gender: Female Male

30. Age: _____ years old

31. Country of residence: _____

32. Highest education completed:

- Primary education or less Secondary education College/university or higher

33. Main occupation (one answer only):

- Public servant Private company employee Professional (lawyer/doctor/etc.) Farmer
- Salesperson Factory worker Self-employed Student
- Retired Housewife Other (pls. specify) _____

34. Income per year: _____ (\$US)

☺☺☺☺☺☺ Thank you for your cooperation ☺☺☺☺☺☺



**Social Research Institute
Chiang Mai University**

Date...../...../ 2008
Interviewer..... No.....
Place.....

Questionnaire
Destination Image, Tourist Satisfaction and Destination Loyalty in Thailand
Group Tourist

Part I: Travel Information

1. How many times on average do you travel internationally (during the last 5 years)?
 1 2 3 4 5 or more times a year Occasionally, though not every year
2. Is this your first trip to Thailand? Yes No
3. Including this trip, how many times have you visited Thailand this year? 1 2 3 _____ times
4. Excluding this trip, how many more times do you plan to visit Thailand this year? _____ (#) times
5. Which is the source of information which makes you decide to visit Thailand? (more than one answer is possible)
 Tourist agency International exhibition/Road show Friends or relatives
 Advertisement in CNN Websites of Tourism Authority of Thailand Other websites
 Travel magazine Posters/brochures/VDO Guidebook
 Others (pls. specify) _____
6. How did you travel to Thailand on this trip? (more than one answer is possible)
 Land
 Sea
 Air and, if so, by
 Low cost airline Regular airline
7. What is the main purpose of this trip? (choose one answer only)
 Vacation Honeymoon Visit family/friend(s) Business
 Study trip/education Meeting/conference/exhibition Official assignment
 Health check/surgery Other (pls. specify) _____
8. How would you describe your trip? (choose one answer only)
 Backpack Budget travel Regular travel Luxury travel
9. Are any family members traveling with you in this trip?
 No (skip to Question 11.) Yes
10. If yes to question 9, please indicate the number of family members traveling with you on this trip by age range. (Not including yourself)
 Younger than 4 _____ (#) person 13 – 17 years old _____ (#) person
 4 – 8 years old _____ (#) person 18 – 65 years old _____ (#) person
 9 – 12 years old _____ (#) person Older than 65 _____ (#) person
11. How often do you take an international vacation with your family?
 Never Occasionally Once a year More than once a year
12. How many countries will you have visited on this trip? _____ (#) countries
13. What is the total duration of this trip? _____ (#) days

14. Which countries in the Greater Mekong Subregion (GMS, see following countries) will you visit during this trip? How many nights will you stay in each? (If did not visit any following GMS countries, skip to Question 15.)

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15. In this trip to the GMS, through which gateway did you first arrive? (only one answer)

Bangkok Ha Noi Ho Chi Minh City Phnom Penh Siem Reap
 Other (pls. specify) _____

16. On departure, from which GMS gateway will you depart?

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 Other (pls. specify) _____

17. Which of the following countries would you consider the first alternative destination to Thailand? (Choose only 1)

Cambodia China Hong Kong India Lao PDR
 Malaysia Philippines Singapore Vietnam
 Other (pls. specify) _____

18. Have you encountered any unsafe, risky, or uncomfortable situations while in Thailand?

Yes No (skip to next question)

If yes, what? (more than one answer is possible)

Lost/misplaced belongings Theft Violence
 Gastric problems Traffic accidents Cheated
 Other (pls. specify) _____

19. Which of the following destinations have you visited and will have visited on this trip? (more than one answer is possible)

Bangkok Pattaya Chiang Mai Phuket Krabi
 Chiang Rai Other (pls. specify) _____

Part II: Your Image of Thailand before your Arrival

20. Before your arrival, when you thought of Thailand, would you have agreed/disagreed with the following images? (please tick appropriate box for each row?)

Items	Do not know	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
1. Beautiful beaches and clear sky						
2. Other beautiful natural attractions						
3. Relaxing way of life						
4. Wide-variety of cultural attractions						
5. Delicious food						
6. Colorful nightlife						
7. Great shopping						
8. Relaxing massage/spa						
9. Wonderful people						
10. High quality service						
11. Very clean						
12. Very safe						
13. Efficient & reliable transportation/communication						
14. Very reasonable prices						
15. Other (pls. specify)						

21. When planning to Thailand, how important were the following factors? (Please choose only one level of importance for each attraction)

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2. Other natural attractions						
3. Weather						
4. World heritage sites						
5. Other cultural attractions						
6. Food						
7. Nightlife						
8. Shopping						
9. Massage/spa						
10. People						
11. Accommodation						
12. Cleanliness						
13. Safety						
14. Transportation/communication						
15. Reasonable prices						

Part III: Service/Trip Quality

22. Please indicate your level of satisfaction with the following items during this trip to Thailand (please tick appropriate box for each row).

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2. Other natural attractions						
3. Weather						
4. World heritage sites						
5. Other cultural attractions						
6. Food						
7. Nightlife						
8. Shopping						
9. Massage/spa						
10. People						
11. Accommodation						
12. Cleanliness						
13. Safety						
14. Transportation/communication						
15. Reasonable prices						

Part IV: Perceived Value (in Terms of Cost and Time)

23. Please tick the appropriate column while considering your income, the cost of travel, and the value of your time.

Items	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
1. This trip to Thailand was good value for money.					
2. This trip to Thailand was a good use of my time.					
3. Thailand offered a worthwhile tourism experience.					
4. I will pay to come to Thailand for a vacation again.					

Part V: Overall Satisfaction and Destination Loyalty

24. Please indicate your level of agreement with the following items (tick appropriate column).

Items	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
1. Overall, I enjoyed my trip to Thailand.					
2. Overall, my satisfaction with this trip is greater than my expectation.					
3. I am satisfied with my decision to select Thailand as my travel destination.					

25. Please indicate your level of agreement with the following items (tick appropriate column).

Items	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
1. I will revisit Thailand because of business or occupation related trips.					
2. I would like to visit Thailand again.					
3. I will definitely revisit Thailand for another vacation.					
4. I will recommend Thailand as a travel destination to my friends and family.					

Part VI: Travel Expenses

26. What are your total expenses for this entire trip, including Thailand?

SUS _____ for total of _____ (#) countries including international airfare.

27. During your stay in Thailand only, what are/were your expenses?

a) Total tour/package price for spent _____ (#) nights in Thailand _____ SUS

b) Total additional expenses _____ SUS

Detail of additional expenses

b.1) Local souvenirs shopping _____ SUS/trip

b.2) Food product souvenirs _____ SUS/trip

b.3) Authentic international brand name shopping _____ SUS/trip

b.4) Night entertainment _____ SUS/trip

b.5) Golfing _____ SUS/trip

b.6) Spa/traditional massage _____ SUS/trip

b.7) Medical checkup/surgery _____ SUS/trip

b.8) Other importance expenditure (pls. specify) _____ SUS/trip

Part VII: Personal information

28. Gender: Female Male

29. Age: _____ years old

30. Country of residence: _____

31. Highest education completed:

Primary education or less Secondary education College/university or higher

32. Main occupation (one answer only):

Public servant Private company employee Professional (lawyer/doctor/etc.) Farmer
 Salesperson Factory worker Self-employed Student
 Retired Housewife Other (pls. specify) _____

33. Income per year: _____ (SUS)

☺☺☺☺☺☺ Thank you for your cooperation ☺☺☺☺☺☺

ประวัติผู้เขียน

ชื่อ	นางสาวสวรรรษา วัฒนศิริเสรีกุล
วัน เดือน ปีเกิด	15 กันยายน 2524
ประวัติการศึกษา	สำเร็จการศึกษามัธยมศึกษาตอนปลาย โรงเรียนวัดโนนทัยพยับ ปีการศึกษา 2541 สำเร็จการศึกษาปริญญาเศรษฐศาสตรบัณฑิต มหาวิทยาลัยเชียงใหม่ ปีการศึกษา 2545
ประสบการณ์	ผู้ประสานงานแผนงานสร้างเสริมนโยบายสาธารณะที่ดี (นสร.) สถาบันศึกษานโยบายสาธารณะ มหาวิทยาลัยเชียงใหม่ (พฤศจิกายน 2551 ถึงปัจจุบัน) เจ้าหน้าที่วิเคราะห์นโยบายและแผน สถาบันวิจัยสังคม มหาวิทยาลัยเชียงใหม่ (กันยายน 2547 ถึง มีนาคม 2552) ผู้ช่วยนักวิจัย สถาบันวิจัยสังคม มหาวิทยาลัยเชียงใหม่ (เมษายน 2546 ถึง สิงหาคม 2547)

ลิขสิทธิ์มหาวิทยาลัยเชียงใหม่

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