



ลิขสิทธิ์มหาวิทยาลัยเชียงใหม่

Copyright© by Chiang Mai University
All rights reserved

ภาคผนวก ก

ผลการวิเคราะห์ความถดถอยอย่างง่ายและการถดถอยพหุคูณ

REGRESSION /MISSING LISTWISE /STATISTICS COEFF OUTS R ANOVA
/CRITERIA=PIN(.05) POUT(.10) /NOORIGIN /DEPENDENT lnTC
/METHOD=ENTER lnC1 lnC2 lnC3 lnC4 lnC5 lnC6.

Regression: lnTC=lnC1+lnC2+lnC3+lnC4+lnC5+lnC6

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	lnC6, lnC3, lnC4, lnC5, lnC2, lnC1 ^a		Enter

a. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.992 ^a	.985	.984	.03002

a. Predictors: (Constant), lnC6, lnC3, lnC4, lnC5, lnC2, lnC1

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	21.940	6	3.657	4057.624	.000 ^a
	Residual	.344	382	.001		
	Total	22.285	388			

a. Predictors: (Constant), lnC6, lnC3, lnC4, lnC5, lnC2, lnC1

b. Dependent Variable: lnTC

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.707	.085		20.091	.000
	lnC1	.323	.007	.481	45.221	.000
	lnC2	.196	.008	.247	24.633	.000
	lnC3	.116	.004	.229	31.944	.000
	lnC4	.055	.006	.073	9.849	.000
	lnC5	.234	.016	.127	14.951	.000
	lnC6	.067	.004	.119	15.470	.000

a. Dependent Variable: lnTC

Regression : C1 = a + bY

```
REGRESSION /MISSING LISTWISE /STATISTICS COEFF OUTS R ANOVA
/CRITERIA=PIN(.05) POUT(.10) /NOORIGIN /DEPENDENT sumacc
/METHOD=ENTER Ybd.
```

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Ybd ^a		Enter

a. All requested variables entered.

b. Dependent Variable: sumacc

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.822 ^a	.676	.675	332.917

a. Predictors: (Constant), Ybd

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9.200E7	1	9.200E7	830.097	.000 ^a
	Residual	4.411E7	398	110833.567		
	Total	1.361E8	399			

a. Predictors: (Constant), Ybd

b. Dependent Variable: sumacc

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	657.847	28.765		22.870	.000
	Ybd	.154	.005	.822	28.811	.000

a. Dependent Variable: sumacc

Regression : C2 = a + bY

```
REGRESSION /MISSING LISTWISE /STATISTICS COEFF OUTS R ANOVA
/CRITERIA=PIN(.05) POUT(.10) /NOORIGIN /DEPENDENT b14@
/METHOD=ENTER Ybd.
```

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Ybd ^a		. Enter

a. All requested variables entered.

b. Dependent Variable: an average cost of food and beverage?(bath per day per person)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.827 ^a	.683	.683	133.82264

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.827 ^a	.683	.683	133.82264

a. Predictors: (Constant), Ybd

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.539E7	1	1.539E7	859.389	.000 ^a
	Residual	7127582.090	398	17908.498		
	Total	2.252E7	399			

a. Predictors: (Constant), Ybd

b. Dependent Variable: an average cost of food and beverage?(bath per day per person)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	520.180	11.563		44.988	.000
	Ybd	.063	.002	.827	29.315	.000

a. Dependent Variable: an average cost of food and beverage?(bath per day per person)

Regression : C3 = a + bY

```
REGRESSION /MISSING LISTWISE /STATISTICS COEFF OUTS R ANOVA
/CRITERIA=PIN(.05) POUT(.10) /NOORIGIN /DEPENDENT b17@
/METHOD=ENTER Ybd.
```

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Ybd ^a		Enter

a. All requested variables entered.

b. Dependent Variable: an average cost of transportation?(bath per day per person)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.566 ^a	.320	.318	196.09625

a. Predictors: (Constant), Ybd

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7195289.875	1	7195289.875	187.115	.000 ^a
	Residual	1.530E7	398	38453.737		
	Total	2.250E7	399			

a. Predictors: (Constant), Ybd

b. Dependent Variable: an average cost of transportation?(bath per day per person)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	317.440	16.943		18.735	.000
	Ybd	.043	.003	.566	13.679	.000

a. Dependent Variable: an average cost of transportation?(bath per day per person)

Regression : C4 = a + bY

```
REGRESSION /MISSING LISTWISE /STATISTICS COEFF OUTS R ANOVA
/CRITERIA=PIN(.05) POUT(.10) /NOORIGIN /DEPENDENT sumvisitperday
/METHOD=ENTER Ybd.
```

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Ybd ^a		. Enter

a. All requested variables entered.

b. Dependent Variable: sumvisitperday

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.291 ^a	.085	.082	62.39352

a. Predictors: (Constant), Ybd

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	143290.821	1	143290.821	36.808	.000 ^a
	Residual	1549394.769	398	3892.952		
	Total	1692685.590	399			

a. Predictors: (Constant), Ybd

b. Dependent Variable: sumvisitperday

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	144.511	5.391		26.806	.000
	Ybd	.006	.001	.291	6.067	.000

a. Dependent Variable: sumvisitperday

Regression : C5 = a + bY

```
REGRESSION /MISSING LISTWISE /STATISTICS COEFF OUTS R ANOVA
/CRITERIA=PIN(.05) POUT(.10) /NOORIGIN /DEPENDENT sumrelaxperday
/METHOD=ENTER Ybd.
```

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Ybd ^a		Enter

a. All requested variables entered.

b. Dependent Variable: sumrelaxperday

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.667 ^a	.445	.444	89.13137

a. Predictors: (Constant), Ybd

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2534932.128	1	2534932.128	319.084	.000 ^a
	Residual	3161871.993	398	7944.402		
	Total	5696804.121	399			

a. Predictors: (Constant), Ybd

b. Dependent Variable: sumrelaxperday

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	888.431	7.701		115.362	.000
	Ybd	.026	.001	.667	17.863	.000

a. Dependent Variable: sumrelaxperday

Regression : C6 = a + bY

```
REGRESSION /MISSING LISTWISE /STATISTICS COEFF OUTS R ANOVA
/CRITERIA=PIN(.05) POUT(.10) /NOORIGIN /DEPENDENT
sumproductperday /METHOD=ENTER Ybd.
```

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Ybd ^a		Enter

a. All requested variables entered.

b. Dependent Variable: sumproductperday

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.393 ^a	.155	.153	123.93958

a. Predictors: (Constant), Ybd

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1118520.746	1	1118520.746	72.816	.000 ^a
	Residual	6113685.999	398	15361.020		
	Total	7232206.745	399			

a. Predictors: (Constant), Ybd

b. Dependent Variable: sumproductperday

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	214.160	10.709		19.999	.000
	Ybd	.017	.002	.393	8.533	.000

a. Dependent Variable: sumproductperday

Regression : lnC1 = ln h0 + h1 lnY

```
REGRESSION /MISSING LISTWISE /STATISTICS COEFF OUTS R ANOVA
/CRITERIA=PIN(.05) POUT(.10) /NOORIGIN /DEPENDENT lnC1
/METHOD=ENTER lnYbd.
```

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	lnYbd ^a		. Enter

a. All requested variables entered.

b. Dependent Variable: lnC1

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.808 ^a	.653	.652	.21031

a. Predictors: (Constant), lnYbd

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	32.216	1	32.216	728.360	.000 ^a
	Residual	17.117	387	.044		
	Total	49.333	388			

a. Predictors: (Constant), lnYbd

b. Dependent Variable: lnC1

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.807	.125		30.552	.000
	lnYbd	.411	.015	.808	26.988	.000

a. Dependent Variable: lnC1

Regression : lnC2 = ln h0 + h2 lnY

```
REGRESSION /MISSING LISTWISE /STATISTICS COEFF OUTS R ANOVA
/CRITERIA=PIN(.05) POUT(.10) /NOORIGIN /DEPENDENT lnC2
/METHOD=ENTER lnYbd.
```

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	lnYbd ^a		. Enter

a. All requested variables entered.

b. Dependent Variable: lnC2

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.787 ^a	.619	.618	.18470

a. Predictors: (Constant), lnYbd

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	22.081	1	22.081	647.243	.000 ^a
	Residual	13.578	398	.034		
	Total	35.659	399			

a. Predictors: (Constant), lnYbd

b. Dependent Variable: lnC2

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.871	.109		35.478	.000
	lnYbd	.339	.013	.787	25.441	.000

a. Dependent Variable: lnC2

Regression : lnC3 = ln h0 + h3 lnY

```
REGRESSION /MISSING LISTWISE /STATISTICS COEFF OUTS R ANOVA
/CRITERIA=PIN(.05) POUT(.10) /NOORIGIN /DEPENDENT lnC3
/METHOD=ENTER lnYbd.
```

Regression

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	lnYbd ^a		. Enter

a. All requested variables entered.

b. Dependent Variable: lnC3

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.434 ^a	.189	.187	.42367

a. Predictors: (Constant), lnYbd

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	16.600	1	16.600	92.482	.000 ^a
	Residual	71.438	398	.179		
	Total	88.038	399			

a. Predictors: (Constant), lnYbd

b. Dependent Variable: lnC3

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.723	.250		14.878	.000
	lnYbd	.294	.031	.434	9.617	.000

a. Dependent Variable: lnC3

Regression : lnC4 = ln h0 + h4 lnY

```
REGRESSION /MISSING LISTWISE /STATISTICS COEFF OUTS R ANOVA
/CRITERIA=PIN(.05) POUT(.10) /NOORIGIN /DEPENDENT lnC4
/METHOD=ENTER lnYbd.
```

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	lnYbd ^a		. Enter

a. All requested variables entered.

b. Dependent Variable: lnC4

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.369 ^a	.137	.134	.29859

a. Predictors: (Constant), lnYbd

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5.610	1	5.610	62.923	.000 ^a
	Residual	35.483	398	.089		
	Total	41.093	399			

a. Predictors: (Constant), lnYbd

b. Dependent Variable: lnC4

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.693	.176		20.938	.000
	lnYbd	.171	.022	.369	7.932	.000

a. Dependent Variable: lnC4

Regression : lnC5 = ln h0 + h5 lnY

REGRESSION /MISSING LISTWISE /STATISTICS COEFF OUTS R ANOVA
/CRITERIA=PIN(.05) POUT(.10) /NOORIGIN /DEPENDENT lnC5
/METHOD=ENTER lnYbd.

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	lnYbd ^a		Enter

a. All requested variables entered.

b. Dependent Variable: lnC5

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.759 ^a	.576	.575	.08371

a. Predictors: (Constant), lnYbd

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.788	1	3.788	540.584	.000 ^a
	Residual	2.789	398	.007		
	Total	6.577	399			

a. Predictors: (Constant), lnYbd

b. Dependent Variable: lnC5

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.755	.049		116.399	.000
	lnYbd	.140	.006	.759	23.250	.000

a. Dependent Variable: lnC5

Regression : lnC6 = ln h0 + h6 lnY

```
REGRESSION /MISSING LISTWISE /STATISTICS COEFF OUTS R ANOVA
/CRITERIA=PIN(.05) POUT(.10) /NOORIGIN /DEPENDENT lnC6
/METHOD=ENTER lnYbd.
```

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	lnYbd ^a		. Enter

a. All requested variables entered.

b. Dependent Variable: lnC6

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.462 ^a	.213	.211	.39014

a. Predictors: (Constant), lnYbd

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	16.409	1	16.409	107.804	.000 ^a
	Residual	60.579	398	.152		
	Total	76.987	399			

a. Predictors: (Constant), lnYbd

b. Dependent Variable: lnC6

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.186	.230		13.827	.000
	lnYbd	.292	.028	.462	10.383	.000

a. Dependent Variable: lnC6

ภาคผนวก ข

แบบสอบถามเพื่อการศึกษาทัศนคติวีไอสระ
(Questionnaire for Tourists)

Objective of the questionnaire is study for Behavior and Expenditure Pattern of Foreign Tourists in Patong Beach of Phuket Province. Your information will be particularly useful for the research, please fill the actual information. (Your information is kept secret)

Part of Questionnaire as follows

Part 1 : General Information of Foreign Tourists

Part 2 : Behavior and Expenditure of Foreign Tourists

Part 1 General Information

- 1.1 Sex** a. () Male b. () Female
- 1.2 Age** a.() Less than 21 years b.() 21-31 Years
c.() 31-40 Years d.() 41-50 Years
e.() 50 years or more
- 1.3 Marital Status**
a. () Single b. () Married
c. () Divorced/Separated/Widowed
- 1.4 Level of Education**
a.() High School or Lower b.() Diploma, Certificate
c.() Bachelor Degree d.() Higher Bachelor Degree
- 1.5 Resident of (country).....Nationality.....**

1.6 Occupation

- | | |
|------------------------------------|--------------------------------|
| a. ()student | b. ()Government Employee |
| c. ()Private Sector Employee | d. ()Freelance or Owner |
| e. ()Retirement | f. ()Unemployed |

1.7 Monthly Income.....\$

1.8 How many day have you set for tourism in Patong ?.....days.

Part 2 Behavior and Expenditure of Foreign Tourists

2.1 Have you ever been to Patong before?

- | | |
|-----------------|---------------------------------------|
| a.()Never | b.()Yes, this is the.....times. |
|-----------------|---------------------------------------|

2.2 Who are you traveling with?

- | | |
|--------------------------------|--|
| a.()Alone | b.()family.....persons altogether |
| c.()Lover | d.()friends.....persons altogether |
| e.()Group of.....persons | |

2.3 What kind of transportation you chose to go to Patong?

- | | |
|--------------------------|----------------|
| a.()Plane | b.()Bus |
| c.()Automobile Car | d.()Boat |

2.4 What source of information did you use in planning your travel ?

- | | |
|--------------------------------------|---------------------------|
| a.()Travel Agent | b.()Internet |
| c.()Newspaper/ Tourism Journal | d.()Television |
| e.()Friend/Relatives | f.()Self Experience |

2.5 What did you know about tourist safety before you arrived in Patong?

- | | |
|-----------------------|----------------------|
| a.()Very safe | b.()Safe |
| c.()Not to safe | d.()Don't know |

2.6 What is the attractive of Patong which make you decide to visit?

- | |
|--|
| a.()Natural attractions (waterfall ,beach ,national park ,etc) |
| b.()Cultural activities and Festivals |

- c.()Historical ,Religious place
d.()Nightspot (nightclub ,pub ,casino ,etc)

2.7 Please rate on scale below,What importance you place on each expenditure items in your trip.

	Type of Expenditure	Importance				
		The lowest →			The highest	
1	Accommodations	1	2	3	4	5
2	Food and Beverage	1	2	3	4	5
3	Transportation during the trip	1	2	3	4	5
4	Cost for public service	1	2	3	4	5
5	Entertainment activities	1	2	3	4	5
6	Shopping and Souvenirs	1	2	3	4	5

2.8 When do you usually travel to Patong?

- a.()Year-round b.()Holiday c.()Summer only
d.() Vacation leaves e.() School out f.()Orther.....

2.9 Where did you stay in Patong? and How much do you spend per night?

- a.()Hotel.....nights, rate.....baths/night (for.....person)
b.()Guest house.....nights, rate.....baths/night (for.....person)
c.()Resort/Bungalow.....nights, rate.....baths/night (for.....person)
d.()Apartment.....nights, rate.....baths/night (for.....person)
e.() Friend /Cousin House.....nights, rate.....baths/night (for.....person)
f.()Others.....night, rate.....baths/night (for.....person)

2.10 What is the most important which you prefer for accommodation? **Please write the number in bracket (1 means the most important & 4 means the less important)**

- | | |
|----------------------|--------------------------------|
| a.()Convenience | b.()Reasonable price |
| c.()Security | d.()Good reputation hotel |

2.11 What Kind of restaurant do you usually visit?

- | | |
|---|---------------------------|
| a.()Quick service restaurant/Fast Food | b.()Royal Restaurant |
| c.()Restaurant/Bistro/Diner | d.()Others..... |

2.12 An average cost of food and beveragebaht per day (for.....person)

2.13 What is the most important which you prefer for food and beverage? **Please write the number in bracket (1 means the most important & 4 means the less important)**

- | | |
|----------------|----------------------------|
| a.()Clean | b.() Reasonable price |
| c.()Tasty | d.()Good of Service |

2.14 Which is transportation service do you usually use for traveling in Patong? **(Can be answers more than 1)**

- | | |
|----------------------|---------------------|
| a.()Car renting | c.()Bus |
| d.()Taxi | e.()Tuk-Tuk |
| f.()Motorcycle | g.()Other..... |

2.15 An average cost of transportationbaht per day (for..... person)

2.16 Please rank 1-5 activities you would like to do in Patong[**1 as highest importance and 5 as the lowest importance**]

- | |
|---|
| a.()Visit museum and historical site |
| b.()Shopping |
| c.()Night life activities |
| d.()Sport activities |

- f.() Festival
- g.() Arts and Culture shows
- h.() Sight seeing
- i.() Other[Please specify].....

2.17 Which is the place do you visit? **(Can be answers more than 1)**

- a.() Museum
- b.() National Park
- c.() Zoo
- d.() Historic Site
- e.() Other.....

2.18 An average cost of visit place.....baht (for..... person)

2.19 What kind of service will you choose for relaxing? **(Can be answers more than 1)**

- a.() Wellness Service (Spa, Fitness, Massage, etc)
cost rate..... bath/person
- b.() Activity Service (Bungy Jump, Jet Ski, Banana Boat, etc)
cost rate..... bath/person
- c.() Arts and Culture Service (Phuket Fantasea Show, etc)
cost rate..... bath/person
- d.() Entertainments Service (Night Club, Bar, Cabaret show ,etc)
cost rate..... bath/person

2.20 What kind of product and souvenir will you purchases?**(Can be answers more than 1)**

- a.() Jewelry (Pearl ,etc)
- b.() Clothes (Batik, etc)
- c.() Brand-name Products
- d.() Handmade Products
- e.() Locally Processed food
- f.() Other.....

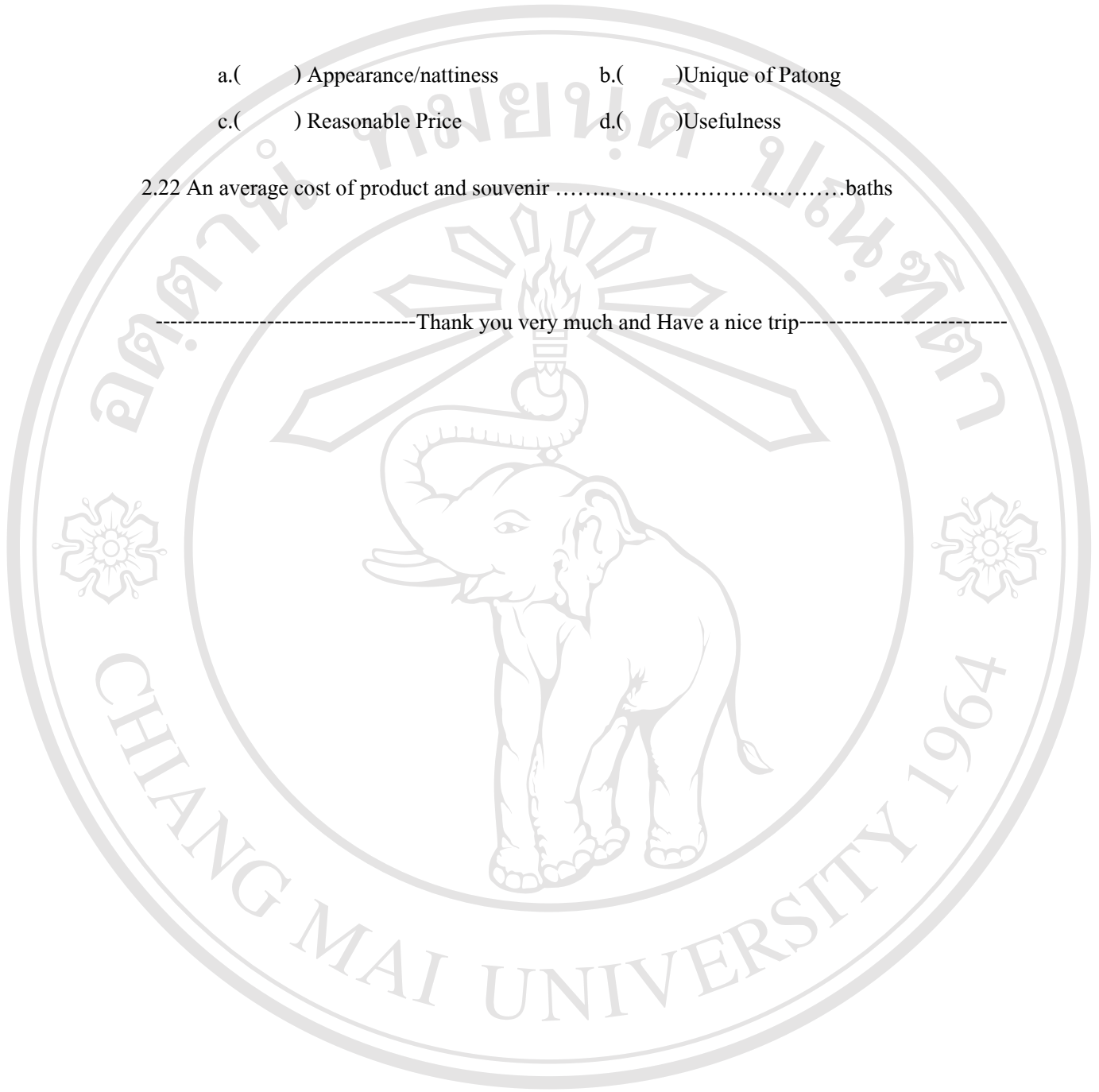
2.21 What is the most important which you prefer to purchases product and souvenir? **Please**

write the number in bracket (1 means the most important & 4 means the less important)

- a. () Appearance/nattiness
- b. () Unique of Patong
- c. () Reasonable Price
- d. () Usefulness

2.22 An average cost of product and souvenirbaths

-----Thank you very much and Have a nice trip-----



ลิขสิทธิ์มหาวิทยาลัยเชียงใหม่
 Copyright© by Chiang Mai University
 All rights reserved

ประวัติผู้เขียน

ชื่อ-สกุล

นางสาวจิรัชญา ภูสุวรรณ

วัน เดือน ปี เกิด

12 มิถุนายน 2531

ประวัติการศึกษา

สำเร็จการศึกษามัธยมศึกษาตอนปลาย โรงเรียนสตรีพังงา
ปีการศึกษา 2548สำเร็จการศึกษาระดับปริญญาตรี วิทยาศาสตร์บัณฑิต
มหาวิทยาลัยศรีนครินทรวิโรฒ ประสานมิตร
ปีการศึกษา 2552

ลิขสิทธิ์มหาวิทยาลัยเชียงใหม่
Copyright © by Chiang Mai University
All rights reserved