



ภาคผนวก

ลิขสิทธิ์มหาวิทยาลัยเชียงใหม่

Copyright© by Chiang Mai University  
All rights reserved

## Questionnaire

### Behavior and Satisfaction of International Tourists in Choosing Accommodation in Chiang Mai Province

This questionnaire is part of 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 confidential. Finally, I would like to express sincere thanks to all of the cooperation which may receive from the respondents. The questionnaire is divided into three parts as follows:

1. Tourist Background
2. Factor affecting the selection of accommodation in Chiang Mai province
3. The satisfaction of choosing accommodation in Chiang Mai province

#### Part 1 : Tourist Background

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

1. Gender  Male  Female
2. Age.  Less than 20 years  20-30 years  31-40 years  
 41-50 years  Over 50 years

#### 3. Current Occupation

- |                          |                            |                          |                           |
|--------------------------|----------------------------|--------------------------|---------------------------|
| <input type="checkbox"/> | Government Official        | <input type="checkbox"/> | Business Owner            |
| <input type="checkbox"/> | Students                   | <input type="checkbox"/> | Retired/Not in work force |
| <input type="checkbox"/> | Other: please specify..... |                          |                           |

#### 4. Highest level of Education

- |                          |                      |                          |                      |
|--------------------------|----------------------|--------------------------|----------------------|
| <input type="checkbox"/> | High school or Lower | <input type="checkbox"/> | Diploma, Certificate |
| <input type="checkbox"/> | Bachelor Degree      | <input type="checkbox"/> | Master Degree        |
|                          |                      | <input type="checkbox"/> | Ph.D                 |

## 5. Marital Status

- Single
  Married  
 Divorced
  Others.....

6. Country of residence .....

7. Average income per year (SUS).....

8. Average total expense per day in Chiang Mai (SUS).....

9. Have you ever been to Chiang Mai before?

- Never
  Yes

10. Who do you come to Chiang Mai with ?

- Family
  Alone  
 Friends
  Others.....

11. How long will you stay in Chiang Mai for this trip.....days

12. What kind of accommodation that you choose?

- Hotel/Resort
  Guesthouse  
 Tenant
  Other:.....

13. Reason for your trip

- Travel
  Business  
 Visit relative
  Seminar/Conference  
 Other:.....

**Part 2 : Factor affecting the selection of accommodation in Chiang Mai Province**

Please mark ✓ in the table to indicate the characteristics and amenities important to you

Ranking

5 = Most Important

4 = Very Important

3 = Moderately

2 = Slightly Important

1 = Not Important

Factor affecting your decision		Most Important	Very Important	Moderately	Less Important	Least Important
<b>1.</b>	<b>Product Factor</b>					
1.1	Type of room (Standard, Twin bed, and Suit)	5	4	3	2	1
1.2	Close to city and Nearby tourist attraction and business park	5	4	3	2	1
1.3	Quiet, clean ,and safe place	5	4	3	2	1
1.4	Facilities in the room (kitchen and bath amenities)	5	4	3	2	1
1.5	Parking lot	5	4	3	2	1

1.6	Good quality and standard service	5	4	3	2	1
<b>2.</b>	<b>Price Factor</b>					
2.1	Room rate	5	4	3	2	1
2.2	Room rate cheaper than the others	5	4	3	2	1
2.3	Clearly indicated rate	5	4	3	2	1
2.4	Fair room rate of extra services i.e. internet, mini bar	5	4	3	2	1
<b>3.</b>	<b>Place and Distribution Factor</b>					
3.1	Good reputation	5	4	3	2	1
3.2	Easy to know where it's located	5	4	3	2	1
3.3	Atmosphere	5	4	3	2	1

3.4	Nice Decoration	5	4	3	2	1
<b>4.</b>	<b>Promotion factor</b>					
4.1	Suggested by magazine, guide book, tourist information center and Tourist Authority of Thailand (TAT) Internet Advertisement word of mouth	5	4	3	2	1
4.2	Good promotion for special occasions	5	4	3	2	1
4.3	Discount or special price and Promotion in members	5	4	3	2	1
4.4	Map and Brochure	5	4	3	2	1
<b>5.</b>	<b>Staff Factor</b>					
5.1	Friendly, and Courtesy	5	4	3	2	1
5.2	Good knowledge and skill for services	5	4	3	2	1
5.3	Good communication skills	5	4	3	2	1
5.4	Responsive to the individual need(s)	5	4	3	2	1

### Part 3 : The satisfaction of choosing accommodation in Chiang Mai province

Please rank the following factors which satisfaction in choosing accommodation in Chiang Mai province

- Ranking            1 = Much Satisfied  
                          2 = Moderate Satisfied  
                          3 = Less Satisfied

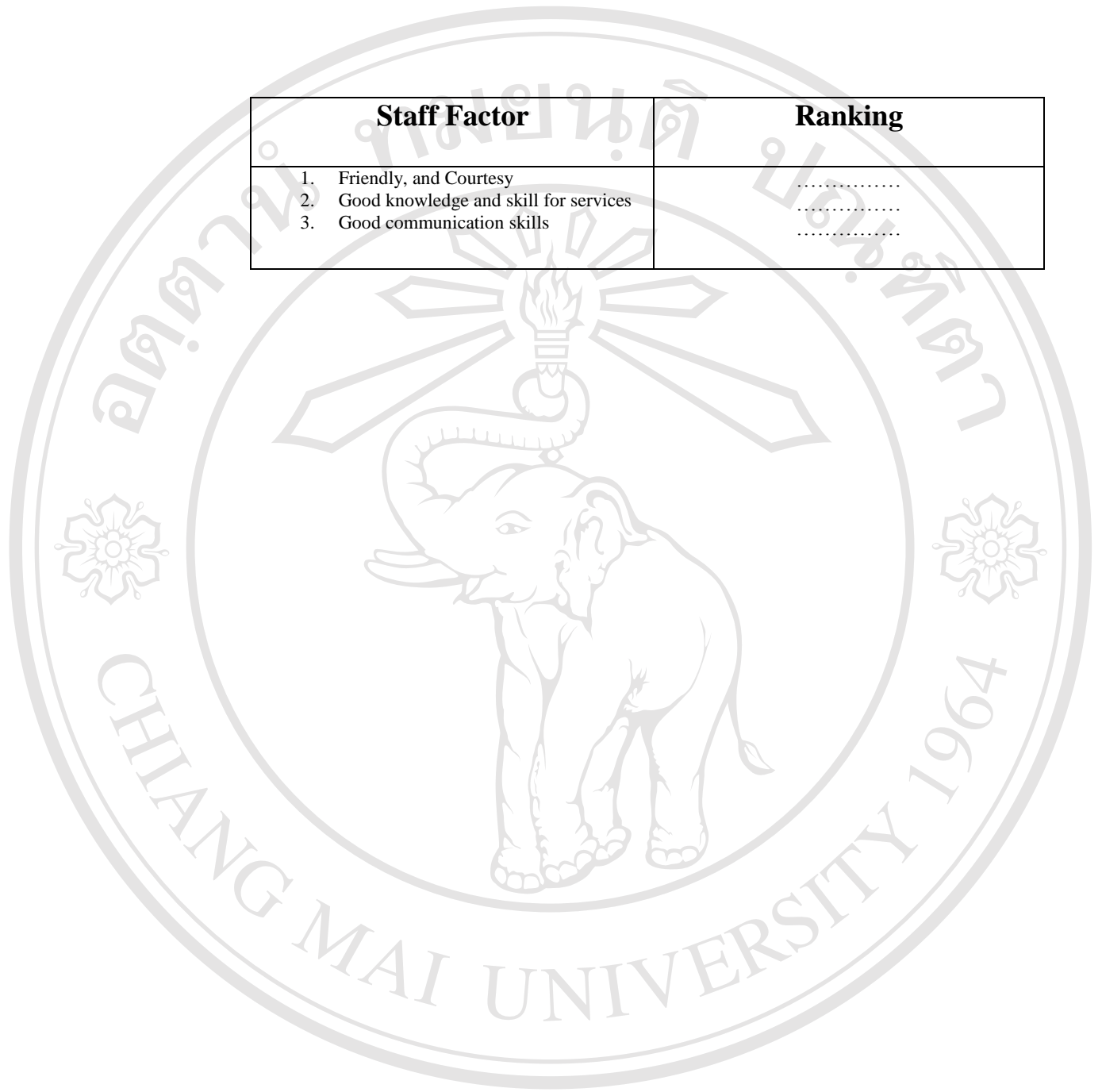
Product Factor	Ranking
1. Type of room (Standard, Twin bed, and Suit)	.....
2. Facilities in the room (kitchen and bath amenities)	.....
3. Parking lot	.....

Price Factor	Ranking
1. Room rate	.....
2. Room rate cheaper than the others	.....
3. Fair room rate of extra services i.e. internet, mini bar	.....

Place and Distribution Factor	Ranking
1. Good reputation	.....
2. Easy to know where it's located	.....
3. Nice Decoration	.....

Promotion Factor	Ranking
1. Suggested by magazine, guide book, tourist information center and Tourist Authority of Thailand (TAT) Internet Advertisement word of mouth Easy to know where it's located	.....
2. Good promotion for special occasions	.....
3. Discount or special price and Promotion in members	.....

Staff Factor	Ranking
1. Friendly, and Courtesy	.....
2. Good knowledge and skill for services	.....
3. Good communication skills	.....



ลิขสิทธิ์มหาวิทยาลัยเชียงใหม่

Copyright© by Chiang Mai University  
All rights reserved



ประวัติผู้เขียน

ชื่อ-สกุล

อนุพัชร ต้นบรรจง

วัน เดือน ปี เกิด

13 ตุลาคม 2530

ประวัติการศึกษา

สำเร็จการศึกษามัธยมศึกษาตอนปลาย โรงเรียนมงฟอร์ต

วิทยาลัยการศึกษา 2549

สำเร็จการศึกษาปริญญาตรี เศรษฐศาสตรบัณฑิต

มหาวิทยาลัยเชียงใหม่ ปีการศึกษา 2553

ลิขสิทธิ์มหาวิทยาลัยเชียงใหม่

Copyright© by Chiang Mai University  
All rights reserved