



ภาคผนวก

ลิขสิทธิ์มหาวิทยาลัยเชียงใหม่

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Questionnaires

Services Marketing Mix Affecting European Tourist Decision Towards Tourism Services in Luang Prabang Province, Lao People's Democratic Republic

This questionnaire is designed for an independent study of the Executive MBA program , Faculty of business administration, Chiang Mai University. Therefore, I would like you to kindly answer this questionnaire. The information you provide will greatly benefit to my education, also the findings would be used for Luang Prabang tourism-related sections to develop the tourism business in order to better serve European tourists.

Siriphone Souphanthong

MBA Student

Part 1: About yourself. (Personal information)

Please check ✓ in the that corresponds to your answer in each question.

1. Gender 1. Male 2. Female
2. Your age (Years) 1. 25 or under 2. 26-35
 3. 36-45 4. 46 and over
3. Marital Status 1. Single 2. Married
 3. Others (Please specify)
4. Occupation 1. Student 2. Government official
 3. Business Owner 4. Corporate employee
 5. Housewife 6. Retired
 7. Others (Please specify)
5. What is the approximate combined monthly income of you before taxes?.
 1. USD 1,000 or less 2. USD 1,001 to 2,000
 3. USD 2,001 to 3,000 4. USD 3,001 to 4,000
 5. More than USD 4,001

6. Country of residence.....

Part 2 : Importance level of services marketing mix towards tourism services in Luang Prabang

Please check ✓ in the most appropriate space representing your opinion towards these factors

Services Marketing Mix Factors	Level of importance				
	Extremely	Very	Moderate	Not very	Not at all
Products					
1. Reputation of Luang Prabang as a world heritage					
2. Local people courtesy and life styles					
3. Promptness of tourist sites to facilitate services					
4. Well adjusted offerings of local food to tourists					
5. Variety of Western foods and drinks					
6. Availability of shopping places					
7. Bar/night entertainment					
8. Variety of cultural souvenirs					
9. Reliability of tourist agencies					
10. Availability for laundry services					
11. Availability of book stores					
12. Availability for mailing services					
13. Availability Transportation, communication, hospital , water and power supply system					
14. Political stability					
15. Social security and safety					
Price					
1. Discount price during low season					
2. Affordable price of goods, food, and services					
3. Less price bargaining					
4. Availability to pay for services by credit card					
Place					
1. Ability to buy services from agencies overseas					
2. Ability to buy services via internet					
3. Ease of buying tourist services on arrival					

4. Ease of travel on your own					
Services Marketing Mix Factors	Level of importance				
	Extremely	Very	Moderate	Not very	Not at all
Promotion					
1. Public relation through tourist fair					
2. Advertisement through other media such as outdoor, publication, radio, television					
3. Advertisement through Internet					
4. Word of mouth from experienced customers					
5. Premium offers for special promotion					
People					
1. Courtesy of service staffs					
2. Skillful service staffs					
3. Service staffs with command of speaking English					
4. Service minded staffs					
Physical Evidence					
1. Historical and cultural attractions (Architectural identity of building, stores accommodations , palace and temples)					
2. Natural and beauty attractions (Scenery, waterfall, river)					
3. Well preserved, clean, beautiful tourism sites					
4. Good condition and safe vehicles for traveling					
Process					
1. Punctual, convenient, fast service					
2. Provision of information at tourism sites					
3. Readily available of internet services					

Part 3 European Tourist behavior towards tourism services in Luang Prabang.

Please check in the in front of your most appropriate answer.

1. Is this your first visit to Luang Prabang?

1. Yes

2. No, this is my.....time

My last visit to Luang Prabang was year(s) ago

2. What kind of an accommodation you are staying?

- 1. Hotel
- 2. Guest-house
- 3. Resort
- 4. Others (Please specify)

3. Who is/are traveling to Luang Prabang with you on this trip?

- 1. No one
- 2. Friend
- 3. Spouse/ Lover
- 4. An organized tour group.
- 5. Others (Please specify)

4. How long are you going to stay in Luang Prabang for this visit?

- 1. 1 - 2 days
- 2. 3 - 4 days
- 3. 5 - 6 days
- 4. 7 days up

5. How much is your total estimated expenditures for this trip? (Exclude transportation cost to Luang Prabang e.g: Air, bus, boat fare).

- 1. Lower USD 200
- 2. USD 200-300
- 3. USD 301 - 400
- 4. USD 401 - 500
- 5. Upper USD 501

6. How did you get your information for Luang Prabang trip? Please rank 3 orders of the following sources, the first most rank is assigned in a number - 1 , second - 2 , third - 3)

- 1. Agency abroad
- 2. Previous tourist
- 3. Tourism fair
- 4. Internet
- 5. Mass advertisement: Radio, Television, Newspaper.

7. Who influences you most to visit Luang Prabang?

- 1. Myself
- 2. Spouse/ Lover /Children
- 3. Parents/ Relatives
- 4. Friend
- 5. Others (Please specify)

8. How did you organize your trip and your travel plans to Luang Prabang?

- 1. Did it all by myself .
- 2. Purchased a package tour from my own country.
- 3. Organized traveling by myself and purchased a package tour on arrival.
- 4. Others (Please specify)

9. Base on your experience of this trip, would you recommend others to visit Luang Prabang?

- 1. Definitely
- 2. Might
- 3. Might not
- 4. Definitely not

10. Do you intend to visit Luang Prabang again with in the next 3 years?

- 1. Definitely
- 2. Might
- 3. Might not
- 4. Definitely not

Part 4 Problems and suggestions towards tourism services in Luang Prabang.

Please check in the to specify level of your problems towards tourism services.

Problems	Problem level				
	Extremely	Very	Moderate	Not very	Not at all
1. Poor quality service of tourist agencies					
2. Less traveling activities					
3. Less bar, pub and night life activities					
4. No shopping centers					
5. ATM service is not available					
6. Ripped off pricing					
7. Few accept of credit cards payment					
8. Few of tourist agency in overseas					
9. Less advertising					
10. Little promotion activities in foreign country: fair, caravan tour					
11. Staffs with inefficient command in foreign language					

Problems	Problem level				
	Extremely	Very	Moderate	Not very	Not at all
12. Staffs with inefficient service					
13. Unfriendly and unwillingness staff					
14. Unsanitary accommodation					
15. Lack of maintenance in tourist sites					
16. Unhygienic food stores					
17. Unsafe vehicles					
18. Delayed domestic flight					
19. Inconvenient road to some service sites					
20. Red tape and slow immigration services					

2. Your comments and problems:

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ประวัติผู้เขียน

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