ภาคผนวก

ภาคผนวก

แบบสอบถาม

This surveying questionnaire is designed to study Behavioural Choice for Hotel-services of Foreign Tourists in Mueang District , Chiang Mai Province, which is an educational use for Master degree in Economics at Chiang Mai University . Finally , I would like to extend my appreciation for all your help in filling out this form and your information will be kept in secret and use for educational purposes only.

Ms. Vorarat Chantarapat

Economics Faculty, Chiang Mai University

----

1. Sex 　○ Female 　　○ Male

2. Age...............years

3. Status

　　○ Single 　　　○ Married

　　○ Divorced 　　○ Separated

4. Education

　　○ School leaving certificate

　　○ Bachelor degree

　　○ Master degree or higher

5. Occupation

　　○ Employee 　　　　○ Government / State enterprise personnel

　　○ Firm owner 　　　　○ Student

　　○ Pensioner 　　　　○ Teacher / Professor

　　○ Others (Please specify) ....

6. Country of residence ....

7. Average income per month (estimated in $US) ....

　　or (estimated in your local currency) ....

8. What is the key purpose of your stay in Chiang Mai?

○ Business ○ Meeting – conference

○ Leisure ○ Other (please specify)...

9. How many times have you visited Chiang Mai ?

○ One time

○ More than one time

10. How long do you intend to stay in hotel ? ....days

11. How do you know hotel in Chiang Mai?

○ Internet / Web site ○ Newspapers / Magazine

○ Travel agency ○ Friends / Relations

○ Brochure / Leaflet ○ Others (please specify)...................

12. How was your reservation made ?

○ (No advance reservation

○ (Telephone

○ (Travel agency

○ (Web site

○ (Others (please specify)..

13. The factors that have influence for selecting hotel-services.

Factor	Yes	No
Location		
Reputation		
Atmosphere		
Decoration		
Price		
Promotion		
Facilities		
Staff services		
Cleanliness		
Security		