



ภาคผนวก

ลิขสิทธิ์มหาวิทยาลัยเชียงใหม่

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Questionnaire

Factors Affecting Accommodation Choices of Revisiting Foreign Tourists in
Chiang Mai Province

ปัจจัยที่กำหนดการเลือกที่พักของนักท่องเที่ยวชาวต่างประเทศ
ที่กลับมาเที่ยวซ้ำในจังหวัดเชียงใหม่

This is a questionnaire for an independent study that will be submitted to graduate school in partial fulfillment of the requirements for the degree of Master of Economics at Chiangmai University

Explanation : Please tick ✓ in and fill the blanks with the appropriate information.

Have you ever been to Thailand before?

Never (First time) Yes, this is the time

Have you ever been to Chiang Mai before ?

Never (First time) Yes, this is the time

Part 1 ; Personal Information

1. Sex Male Female

2. Nationality

3. Age Less than 20 years old 21 – 30 years old

31 – 40 years old 41-50 years old

51 – 60 years old 60 years old up

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4. Marital Status

- Single Married Widowed / Divorced / Separated

5. Your occupation

- Professional (e.g. Dentist , Lowyer , etc.)
- Government / State Enterprise / Military Personal
- Administrator / Manager
- Housewife / Unpaid Family Worker
- Clerical / Salesman / Commercial Personal
- Agricultural Worker
- Laborer / Production / Survey Worker
- Student Retired / Unemployed
- NGO / Missionary Other.....

6. Your income per year

- Less than 20,000 USD 20,000 – 39,999 USD
- 40,000 – 59,999 USD 60,000 – 79,999 USD
- 80,000 USD up

7. Highest education attained

- High school or Lower Vocational / Certificate
- Bachelor degree Higher than bachelor degree

8. Who do you travel with on this trip?

- Alone With friend (s) / partner
- With family Other.....

9. How many people under 18 years of age are traveling with you on this trip?

None There areboy (s) ,girl (s)

Part 2 ; Travel Information

Question	<u>Last</u> trip	<u>This</u> trip
1. Your length of stay in Thailand?	<input type="checkbox"/> Less than 1 week <input type="checkbox"/> 1 – 2 weeks <input type="checkbox"/> More than 2 weeks	<input type="checkbox"/> Less than 1 week <input type="checkbox"/> 1 – 2 weeks <input type="checkbox"/> More than 2 weeks
2. How many countries will you visit on each trip? In addition to Thailand	<input type="checkbox"/> Just Thailand <input type="checkbox"/> 1 country;..... <input type="checkbox"/> 2 countries;..... <input type="checkbox"/> More than 2 countries;..... (Please specify)	<input type="checkbox"/> Just Thailand <input type="checkbox"/> 1 country;..... <input type="checkbox"/> 2 countries;..... <input type="checkbox"/> More than 2 countries;..... (Please specify)
3. How long do you stay in Chiang Mai ?	<input type="checkbox"/> Just 1 night <input type="checkbox"/> More than 1 night;..... (please specify the number)	<input type="checkbox"/> Just 1 night <input type="checkbox"/> More than 1 night;..... (please specify the number)
4. What is the main purpose of traveling to Chiang Mai?	<input type="checkbox"/> Visit Friend / Relatives <input type="checkbox"/> Relaxation / Vacation <input type="checkbox"/> Shopping <input type="checkbox"/> Seminar / conference <input type="checkbox"/> Health Activity <input type="checkbox"/> Business <input type="checkbox"/> Other.....	<input type="checkbox"/> Visit Friend / Relatives <input type="checkbox"/> Relaxation / Vacation <input type="checkbox"/> Shopping <input type="checkbox"/> Seminar / conference <input type="checkbox"/> Health Activity <input type="checkbox"/> Business <input type="checkbox"/> Other.....
5. Your type of accommodation while in Chiang Mai.	<input type="checkbox"/> Hotel Price/night <input type="checkbox"/> 750 Baht up/night <input type="checkbox"/> price less than 750 Baht/night	<input type="checkbox"/> Hotel Price/night <input type="checkbox"/> 750 Baht up/night <input type="checkbox"/> price less than 750 Baht/night

	<input type="checkbox"/> Guesthouse Price/night <input type="checkbox"/> 250 Baht up/night <input type="checkbox"/> price less than 250 Baht /night <input type="checkbox"/> Other;.....(please specify)	<input type="checkbox"/> Guesthouse Price/night <input type="checkbox"/> 250 Baht up/night <input type="checkbox"/> price less than 250 Baht /night <input type="checkbox"/> Other;.....(please specify)
6. How did you arrange your accommodation ?	<input type="checkbox"/> Travel Agency <input type="checkbox"/> In your country <input type="checkbox"/> Thai Travel Agent <input type="checkbox"/> By yourself through <input type="checkbox"/> Internet <input type="checkbox"/> Friends / Relatives <input type="checkbox"/> Fax / Telephone <input type="checkbox"/> Other..... (please specify)	<input type="checkbox"/> Travel Agency <input type="checkbox"/> In your country <input type="checkbox"/> Thai Travel Agent <input type="checkbox"/> By yourself through <input type="checkbox"/> Internet <input type="checkbox"/> Friends / Relatives <input type="checkbox"/> Fax / Telephone <input type="checkbox"/> Other..... (please specify)
7. How did you find your accommodation generally?	<input type="checkbox"/> Up to my expectation <input type="checkbox"/> Above my expectation <input type="checkbox"/> Below my expectation	<input type="checkbox"/> Up to my expectation <input type="checkbox"/> Above my expectation <input type="checkbox"/> Below my expectation
8. Do you think the price of your accommodation is appropriate for its quality?	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Not sure	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Not sure
9. Please roughly indicate the your daily spending on accommodation as percentage of your daily to real spend	<input type="checkbox"/> Less than 10% <input type="checkbox"/> 10 – 25 % <input type="checkbox"/> 26 – 50 % <input type="checkbox"/> more than 50 %	<input type="checkbox"/> Less than 10% <input type="checkbox"/> 10 – 25 % <input type="checkbox"/> 26 – 50 % <input type="checkbox"/> more than 50 %

<p>10. Please put in order of important, factors influencing your choice of accommodation? (1 being most important)</p>	<p>.....Price factorLocationServicesAdvertisement</p>	<p>.....Price factorLocationServicesAdvertisement</p>
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Part 3 ; Other opinion

1. Did you hear about this accommodation during a previous trip ?

- Yes No

2. Have you ever stayed at this accommodation before?

- Yes No

3. Will you come back to stay at this accommodation again?

- Definitely yes Yes Not sure
 No Absolutely no

4. Will you encourage your friends / relatives to stay at this accommodation ?

- Definitely yes Yes Not sure
 No Absolutely no

5. Other suggestions / recommendations to improve your accommodation :

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.....
.....

Thanks for your favor !!!!!

ประวัติผู้เขียน

ชื่อ	นางสาวศรัณยา พัฒนะณรงค์เลิศ
วัน เดือน ปี เกิด	27 กุมภาพันธ์ 2524
ประวัติการศึกษา	สำเร็จการศึกษามัธยมศึกษาตอนปลาย โรงเรียนเบญจมราชูทิศ จังหวัดนครศรีธรรมราช ปีการศึกษา 2541 สำเร็จการศึกษาปริญญาตรี วิทยาศาสตร์บัณฑิต สาขาชีววิทยา มหาวิทยาลัยทักษิณ จังหวัดสงขลา ปีการศึกษา 2545
ประสบการณ์	ปี พ.ศ. 2545-2547 ครูสอนภาษาไทยให้ชาวต่างประเทศ บริษัทคอน เนอรัสโตน จังหวัดเชียงใหม่ ปี พ.ศ. 2547-ปัจจุบัน ประกอบธุรกิจส่วนตัวสอนภาษาไทยให้ชาว ต่างประเทศ

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