## ภาคผนวก

## Factors Influencing the Choice of Adventure Activities of Foreign Tourists in Chiang Mai Province

This surveying Questionnaire is 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 secret. Finally, I would like to express sincere thank to all of the cooperation which may receive from the respondents.

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University

DIRECTION: Please fill in the blank and mark  ${\mathcal N}$  in front of the answer

1. Sex

() Female

2. Age.....years

() Male

3. Education ( ) High School or Lower ( ) Diploma, Certificate ( ) Bachelor Degree ( ) Master Degree ( ) Ph. D. Chiang Mai University

4. Occupation () Employee/ Company Officer () Business Owner

( ) Government/ State Enterprise Officer ( ) Student

( ) Others ( please specify).....

5. Status	( ) Single	(	) Married
	( ) Divorced	(	) Separated

6. Country of residence.....

- 7. Average Income per month (\$US)..... Or other currencies......
- 8. Have you ever been before?
  - ) Never

() 1 times () 2-3 times () more than 3 times ) Yes

- 9. Average total expense per day in Chiang Mai (\$US)..... Or other currencies.
- 10. Who do you travel with?
  - () Alone
  - ) Friend
- ( ( ) Travel Agency/ Group Tour

) Family

- ) Other ( please specify )....
- 11. Where do you stay in Chiang Mai?

) Other.

() Hotel () Guest house () Resort () Home stay

์หบ a 212 12. How long will you stay in Chiang Mai for this trip? versity ) 3 days – 1 week niai ) 1-3 days () more than 1 week

- 13. How do you know Adventure Activities in Chiang Mai. (able to answer more than 1 choice)
  - ( ) Internet ( ) Newspaper/Magazines
  - ( ) Travel Agency ( ) Hotel/Accommodation
  - () Friends/ Relatives () Signboard/ Poster
  - ( ) Other.....

14. Who is the most influence person in making decision to choose Adventure Activities in Chiang Mai.

() Yourself

() Friend

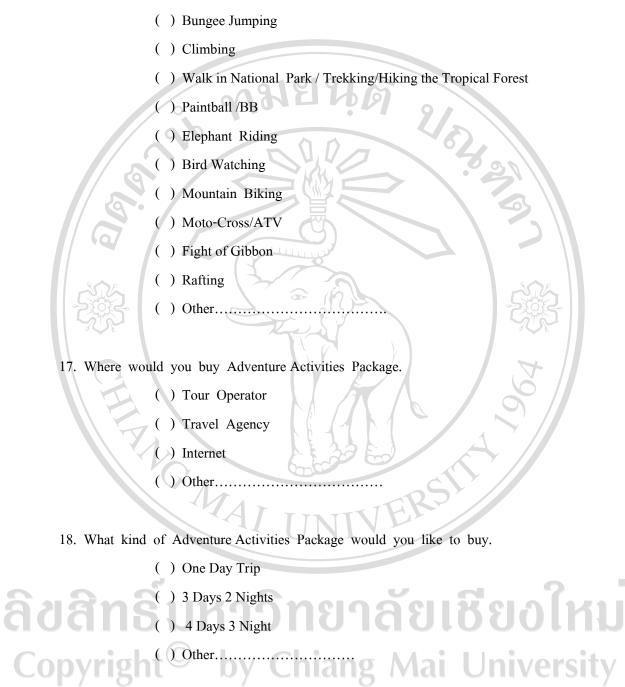
( ) Family( ) Other.....

15. What is influence to choose Adventure Activities in Chiang Mai.( select 1 answer )

- ( ) Highest Safety Standards
- () Cheap
- () Variety of Activities
- ) Famous
- ) Good service and Standard
- () Suitable Expenditure
- () Standard of Place
- ( ) Good Natural
- () Comfortable of contact

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16. What is your favorite Adventure Activities in Chiang Mai. (select 1 answer)



19. Average total expense per trip (\$US)..... Or other currencies......

20. What month do you want to travel in Chiang Mai.

( ) January	( ) February
() March	( ) April
( ) May	() June
() July	() August
( ) September	( ) October
( ) November	( ) December
21. What is the unsatisfied or problems during	your trip in Chiang Mai.
( ) Non	
() Unqualified service place	e
() Unreasonable price and s	ervices
() Lack of safeties of equipt	ment
( ) Other	
E I	
22. Will you travel Chiang Mai again.	
() Yes	22 60 5
( ) No ( Please Specify )	
AIII	IIVER
23. What is the most influence factor in choosing	ng a travel Adventure Activities in Chiang Mai
( ) Product	() Price
S a S a S ( ) Place	() Promotion
adams() Personnel 900	
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Level of influence to choose travel Adventure Activities in Chiang Mai

	Less	Moderate	Much	Non- influen
PRODUCT				
Variety of Package	2			
Safety from Wild Animals	2			
Equipment Safety		6),		
Good Quality and Standard of Services		.00		
PRICE	$\leq$		3	
Suitable Expenditure			5	
Clearly Indicated Rate				
PLACE			3522	
Variety of Natural			205	
Safety				
Reputation of place	*		T	
Atmosphere of pace			5//	
Easy to Travel		1	× //	
PROMOTION	60			
Through Advertisement in Various types of Media	R	5		
Having a Promotion such as Discount Rate	VEL			
PERSONNEL				
Having Experience, Skill and Knowledge of		7	2	
Adventure Activities in Chiang Mai	<b>B</b>	3811	Jðl1	<b>11</b>
Good Personality and Friend				
Having Communication Skill	g Ma	i Un	ivers	ity
SERVICES	r o			
Staff attitude				
Quickly of services				
Convenience of transportation				



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