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

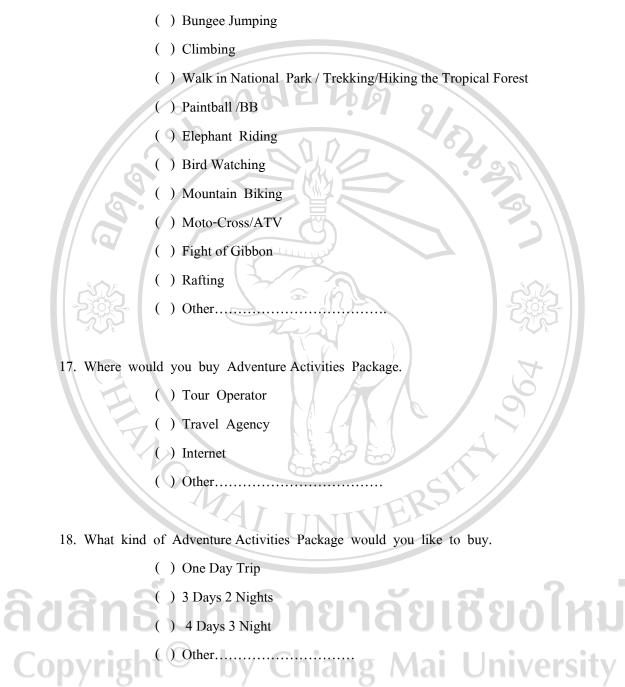
() Family() Other.....

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	3811	Jðl1	11
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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