

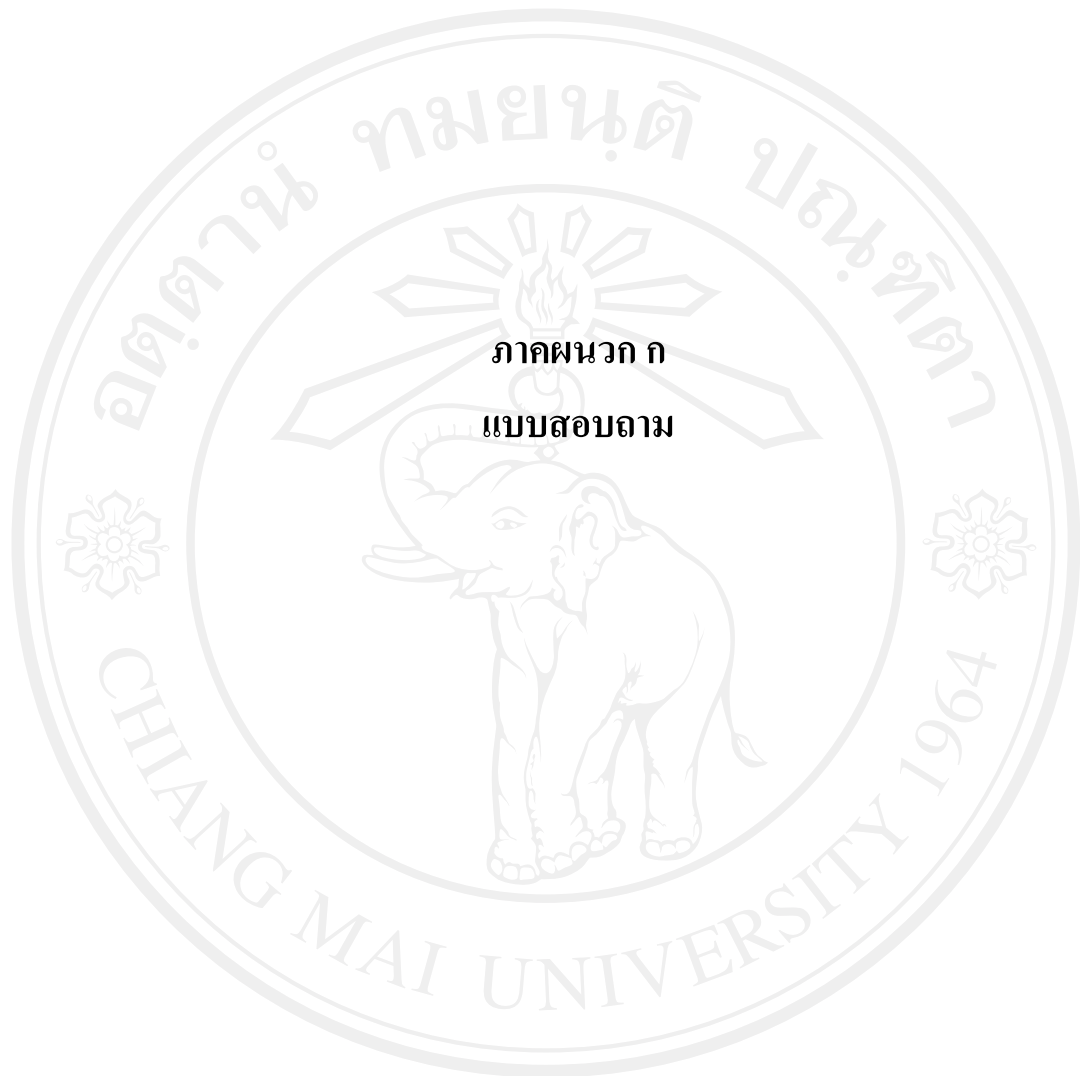


ภาคผนวก

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แบบสอบถาม

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## QUESTIONNAIRE

**TOPIC :** Customers' Satisfaction of One Adventure Tourism Company in Chiang Mai Province ( The Jungle Flight Chiang Mai.)

### **DIRECTION**

This Questionnaire has 3 sections:

- Section 1** Personal data of responder
- Section 2** Customer Behavior to use Jungle Flight Chiang Mai
- Section 3** Customer Satisfaction
- Section 4** Comments, Problems and Suggestion for development

### **Section 1 : Personal data of responder**

**Direction :** Please mark ✓ in  before the correct answer

1. YOUR GENDER

1.  Female      2.  Male

2. YOUR AGE (years)

1.  Below 20      2.  20 – 30      3.  31 – 40  
 4.  41 – 50      5.  51 – 60      6.  Over 60

3. YOUR MARITAL STATUS

1.  Single      2.  Married      3.  Significant other

4. YOUR EDUCATION

1.  Lower than Bachelor's Degree  
 2.  Bachelor's Degree  
 3.  Higher than Bachelor's Degree

## 5. YOUR INCOME PER MONTH

1.  Lower than 1,000 USD.
2.  1,001 – 2,000 USD.
3.  2,001 – 3,000 USD.
4.  3,001 – 4,000 USD.
5.  4,001 – 5,000 USD.
6.  Higher than 5,000 USD.

## 6. YOUR CURRENT OCCUPATION

1.  Agriculturist
2.  Government Employee
3.  Private Company Employee
4.  Business Owner
5.  Students
6.  Other, please specify.....

## 7. YOUR NATIONALITY

1.  US
2.  European (specify).....
3.  Asia (specify).....
4.  Others .....

**Section 2 : Customer Behavior to use The Jungle Flight Chiang Mai.**

**Direction :** Please mark ✓ in  before the fact message

## 8. What is the main reason for using Adventure Tours?

1.  Excitement
2.  Want to experience the natural environment
3.  For a challenge.
4.  A test of bravery.
5.  Other, please specify.....

9. Have you ever been on an Adventure Tour before?

1.  Yes, I have.                      2.  No, I haven't.

10. Which Adventure Tours have you used? ( check as many as apply)

1.  Riding Elephant.                      2.  Mountain Biking.  
 3.  Rafting.                                      4.  Sea kayaking.  
 5.  Rock Climbing.                      6.  Scuba Diving.  
 7.  Trekking.                                      8.  ATV.  
 9.  Balloon.                                      10.  Bungy Jump.  
 11.  Other, please specify.....

11. How often do you use the Adventure Tours?

1.  Every day.  
 2.  Once a week.    3.  Twice a week.    4.  More than twice a week.  
 5.  Once a month.    6.  Twice a month.    7.  More than twice a  
 month.  
 8.  Once a year.    9.  Twice a year.    10.  More than twice a year.

12. Have you ever heard the rainforest canopy using zip lines Tours ?

1.  Yes, I have.                      2.  No, I haven't.

13. (If you have ever used a canopy tour before) Where did you ever use the rainforest canopy using zip lines Tours?

Company Name: .....

Country : .....

14. How did you hear about Jungle Flight Chiang Mai?

1.  Friends and relatives.
2.  Brochure.
3.  Book.
4.  Tour company in foreign country.
5.  Tour company in Thailand.
6.  Tour company in Chiangmai.
7.  Website.
8.  Television programme.
9.  Place (Hotel ,Guesthouse).
10.  Other, please specify .....

15. Why did you choose to use The Jungle Flight Chiang Mai?

1.  The location looked interesting.
2.  Activity was worthwhile to pay the money.
3.  Quantity of platform more than other companies.
4.  The equipment is high quality.
5.  Agent told me “This company is better.”
6.  Other, please specify.....

16. Do you think the period of time is appropriate?

1.  Yes, I do.
2.  No, I don't because .....

17. Do you think price of the program is appropriate ?

1.  Yes, I do. Because .....
2.  No, I don't because .....

**Section 3 : Customers' Satisfaction towards The Jungle Flight Chiang Mai.**

**Direction :** Please regarding the questionnaire below and your satisfaction by

Checking ✓ in the level box.

No	Items	Excellent	Good	Average	Poor	Very Poor
18.	Booking					
	- Agency					
	- Website					
19.	Transportation					
	- Vehicle					
	- Driver					
	- Punctually					
20.	Equipment					
	- Quality					
	- Cleanliness					
20.	Staff					
	- Service minded					
	- Skilled					
	- Safety oriented					
21.	Activity					
	- Quantity of Platform					
	- Quantity of cable					
	- Length of cable					
	- The height of cable					
22.	Meal					
	- Taste					
	- Quantity					

No	Items	Excellent	Good	Average	Poor	Very Poor
23.	Scenery					
	- Activity area					
	- Village area					
	- Natural forest					
24.	Price					
	- Worthwhile to pay the money					
25.	Total Satisfaction					

26. Will you recommend The Jungle Flight Chiang Mai to your friend and relatives ?

Yes, I will

No, I won't (because) .....

**Section 4 : Comments , Problems and Suggestion for development**

27. Comments & Problems

.....

.....

.....

28. Your Recommendations

.....

.....

.....

☺☺☺Thank you very much ☺☺





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รูปหน้าปกหนังสือ



รูปด้านในหนังสือ



## รายละเอียดในหนังสือ



**Everyone can join us**

With Jungle Flight's exclusive and considerate safety, it's a perfect adventure for people of all ages. We've been given the service to the customers from 4 to 75 years old.

Our adventure has also been an acclaimed birthday gift for many customers. Love activator of families, friends and couples.

**Guarding your smile is our top honour**



Our equipment is specially imported, made to the highest international standards by Pretzl of France. We import only top quality climbing rope - the same rope used by commandos in armed forces round the world.



**We are the only one use two of the specially imported cables in the zip wiring firms so far**



**Our double lock system insures that you can indulge in your happiness safely.**

We train our staff rigorously and intensively, with daily inspections and regularly replacement. We guarantee our perfect safety record.



**Gliding above the Ground**

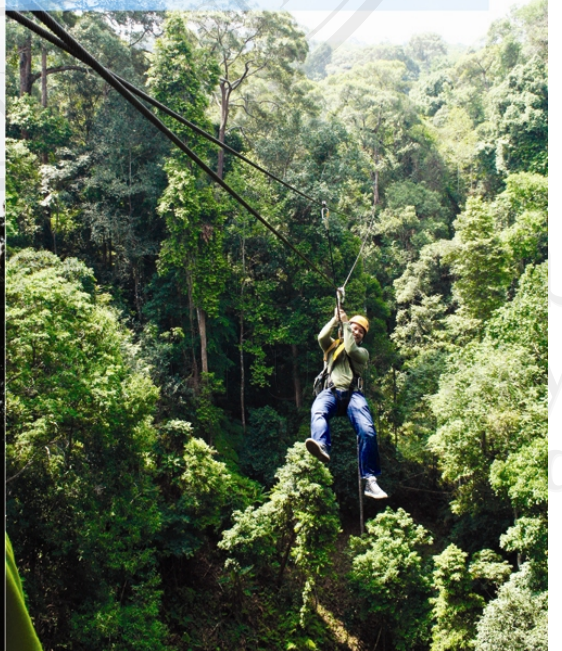
You don't need hands to enjoy green heaven. You can soar through the air on the cables, 50 meters above the ground, walk on our unique spiral stairway, cross exotic sky-bridges, suspended canopy & rope-walk, or climb down our unique scaling net, and you can also abseil down from platform to platform. All this with breathtaking exotic views throughout your experience.

Our mirage wooden Spiral Stairway with Sky-Bridge is encircled by magnificent trees in silence...



**ABSEILING**      **CANOPY-SWING-WALK**      **ZIPLINE**

**The LONGEST, HIGHEST zipline in Thailand**



## รายละเอียดในหนังสือ

### Feel the surge of energy being released in your body

We take you higher and further than any other zip wiring firm in Thailand. Can you imagine, flying 50 meters above the treetop with the speed of 50km per hour on our 300 meter-long cable? Having a weightless abseiling experience at Jungle Flight 40 meters above the tropical vegetative cover.

Only with Jungle Flight can you experience such an amazing thrill which you will never forget!

**Super Tips:**  
 You will be given a chance to enter the heart of nature. Taste the sweetness from our generous jungle, learn her more with our local guide.

### The most adrenaline-pumping experience

Join us to enjoy your "flight" as you soar, you will experience rush after rush of adrenaline. An unforgettable once in a lifetime experience. You have to DO IT TO BELIEVE IT!

**BNK meal** (lunch) is tailored by Jungle Flight, operated by Baan Nam Khong villagers. It's a part of the project, in order to give more jobs to every housewife living in this village.

**BNK coffee** is an inimitable coffee, created by JF owner with a purpose of delivering the BNK unique dining style.

**We are already**

- Providing transportation and school lunches for the children who must go to school in the main village far below.
- Providing funds to improve water supply and other infrastructure.
- We are continuing to give them as many jobs as we possibly can.
- Remarket their fabulous organic honey.

**In the near future**

We will introduce better processing techniques for their coffee and tea so that we can help them market their exclusive organic brand. By becoming a part of Jungle Flight, you are not only helping their community to prosper and grow, but also to protecting and preserving their lifestyle and tranquil, natural jungle, which have been untouched for centuries - you are helping our world.

JF Project at BNK

The continuation in the village has said: "Ever since I was a little kid the jungle has been this green, each tree brings me back to my memories. If I could I would like to have another hundred years to watch my trees."

### Go green, Go Jungle Flight LEAVE A GIFT TO THE NATURE

Baan Nam Khong villagers have been growing tea and coffee since they migrated from Laos over 100 years ago. They also collect delicious wild honey from the same giant trees we use for our zip wiring, using their special ancient method. For 100 years, the villagers have helped to conserve our environment by not cutting down big trees for timber. The village and Jungle Flight are COMPLETELY ECO FRIENDLY!

We are as green as the jungle, go green, go Jungle Flight, give back! Jungle Flight is dedicated to helping Ban Nam Khong's villagers improve their livelihoods and environment through our JF Project at BNK.

## รายละเอียดในหนังสือ

### Jungle Flight Adventure Price

Our tour consists of two packages

**Package A:**  
7 hours - 2,200 Baht per Person  
includes zipwire + stop at hot spring 5 hours; round trip transfer 2 hours

**Package B:**  
9 hours - 2,800 Baht per Person  
includes zipwire + stop at hot spring 7 hours; round trip transfer 2 hours



Hey!  
Follow me  
soar to the  
sky of the  
jungle!



**Package A Inclusive of ZONE 1:**

Round trip transfer, 22 Platforms, 2 Sky-bridges, 3 Abseil, 1 Spiral stairway, 20 minutes hike to waterfall, 1 Thai style lunch included, fresh fruits, drinking water, visit the hot spring, First Aid Insurance.

**Package B Inclusive of ZONE 1+2:**


Round trip transfer, 34 Platforms, 2 Sky-bridges, 300 meters of the Longest and Highest (40-50 meters) spans of cable, 4 abseil, 1 Spiral stairway, 450 meters suspended canopy & ropewalk, 10 minutes hike to waterfall, With a choice of final stations, 1 Jungle picnic snack, 1 Thai style lunch included, fresh fruits, drinking water, visit the hot spring, First Aid Insurance.

**Jungle Flight Pick Up Time**

1) 06:30 ---- 07:00 AM	2) 07:30 ---- 08:00 AM
3) 08:30 ---- 09:00 AM	4) 12:30 ---- 13:00 PM

### how to find us

From Chiang Mai city drive 27km direction to Chiang Rai on the road No.118. At the policebox turn right. Follow the road through the villages until the T-junction. Turn left and continue through the villages up to the mountain until the signpost T.Thepsadej. Turn left and continue to Jungle Flight at Baan Nam Khong.



**Our Pick Up Time**

- 1) 06:30 ---- 07:00 AM
- 2) 07:30 ---- 08:00 AM
- 3) 08:30 ---- 09:00 AM
- 4) 12:30 ---- 13:00 PM

To learn more visit: [www.jungle-flight.com](http://www.jungle-flight.com)

ภาพกิจกรรม การโรยตัว



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PHOTO BY: TABTIM MANMAK

# ภาพโหนสลิงที่สูงที่สุด



ภาพเดินบน CANOPY WALK





ภาพโรยตัว



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PHOTO BY: TABTIM MANMAK

ภาพเดินบนสะพานไม้ลอยฟ้า



## ประวัติผู้เขียน

ชื่อ	นายสุรชัย คันธวนิช
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ประวัติการศึกษา	ปีการศึกษา 2538 สำเร็จการศึกษาระดับปริญญาตรี คณะวิทยาการจัดการ สถาบันราชภัฏเชียงใหม่
ประวัติการทำงาน	พ.ศ.2538 เจ้าหน้าที่สินเชื่อ ธนาคารกรุงศรีอยุธยา จำกัด(มหาชน) สาขาเชียงใหม่ พ.ศ.2545 เจ้าหน้าที่พัฒนาธุรกิจ ธนาคารกรุงศรีอยุธยา จำกัด(มหาชน) สาขาสันกำแพง เชียงใหม่ พ.ศ.2552 ผู้ช่วยผู้จัดการสาขา (พัฒนาธุรกิจ) ธนาคารกรุงศรีอยุธยา จำกัด(มหาชน) สาขานนโชนาเชียงใหม่ พ.ศ.2552 ผู้จัดการสาขา ธนาคารกรุงศรีอยุธยา จำกัด(มหาชน) สาขาย่อยถนนบุญวาทย์ ลำปาง