

มหาวิทยาลัยเชียงใหม่

Chiang Mai University

ภาคผนวก

Chiang Mai University  
Chiang Mai, Thailand 50100  
Faculty of Business Administration

Thursday, March 23, 2000

Dear Participant,

This questionnaire is designed to study *The Satisfaction of United Kingdom Tourists towards Chiang Mai Tourism*. The information you provide will help us better understand the expectation and satisfaction of tourists from United Kingdom. Because you are the one who can give us a correct picture of how you experience your visit to Chiang Mai, I request you to respond to the questions frankly and honestly.

Your response will be kept *strictly confidential*. Only the researcher will have access to the information you give. The numbers, names, and questionnaires will not be made available to anyone other than the researcher.

Thank you very much for your time and co-operation. I greatly appreciate your help.

*Sincerely Yours,*

Boonlert Pereira  
MBA Program Student  
Chiang Mai University

**QUESTIONNAIRES**

**Part A: About Yourself**

Please ✓ in the  representing appropriate responses for the following items.

1. **Your Age (years)**

<input type="checkbox"/> Under 20	<input type="checkbox"/> 21 – 30	<input type="checkbox"/> 31 – 40
<input type="checkbox"/> 41 – 50	<input type="checkbox"/> 51 – 60	<input type="checkbox"/> Over 60
2. **Your Occupation**

<input type="checkbox"/> Professional and Technical	<input type="checkbox"/> Managers, officials, and proprietors
<input type="checkbox"/> Clerical, sales	<input type="checkbox"/> Craftspeople, foremen
<input type="checkbox"/> Operatives	<input type="checkbox"/> Farmers
<input type="checkbox"/> Retired	<input type="checkbox"/> Students
<input type="checkbox"/> Housewives	<input type="checkbox"/> Unemployed
<input type="checkbox"/> Others (please specify).....	
3. **Your Gender**

<input type="checkbox"/> Female	<input type="checkbox"/> Male
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4. **Your Marital Status**

<input type="checkbox"/> Married	<input type="checkbox"/> Single	<input type="checkbox"/> Widowed
<input type="checkbox"/> Divorced or separated	<input type="checkbox"/> Others (please specify).....	
5. **Your Nationality (please specify).....**
6. **Is this your first visit to Chiang Mai**

<input type="checkbox"/> Yes
<input type="checkbox"/> No, this is my..... visit to Chiang Mai. My last visit to Chiang Mai was.....year(s) ago.
7. **How long is your stay in Chiang Mai**

<input type="checkbox"/> 1 night	<input type="checkbox"/> 2 nights	<input type="checkbox"/> 3-5 nights
<input type="checkbox"/> 6-10 nights	<input type="checkbox"/> 11 – 30 nights	<input type="checkbox"/> Over 30 nights
8. **On this trip to Chiang Mai, you are traveling with**

<input type="checkbox"/> No one	<input type="checkbox"/> Spouse	<input type="checkbox"/> Spouse & Children
<input type="checkbox"/> Children Only	<input type="checkbox"/> Business associates / friends / relatives	
<input type="checkbox"/> An organized tour group	<input type="checkbox"/> Others (please specify).....	
9. **Who influence you most to visit Chiang Mai?**

<input type="checkbox"/> Spouse	<input type="checkbox"/> Relative(s)	<input type="checkbox"/> Friend(s) / Colleague (s)
<input type="checkbox"/> Travel Consultant	<input type="checkbox"/> Others (please specify).....	
10. **Which media encourage you most to visit Chiang Mai?**

<input type="checkbox"/> Television	<input type="checkbox"/> Radio	<input type="checkbox"/> Newspaper
<input type="checkbox"/> Internet	<input type="checkbox"/> Tour Magazine	<input type="checkbox"/> Tour Brochure
<input type="checkbox"/> Guide Book	<input type="checkbox"/> Others (please specify).....	
11. **Roughly, your *total yearly income* before taxes and other deductions is**

<input type="checkbox"/> Less than Pound 10,000	<input type="checkbox"/> Pound 10,001-25000
<input type="checkbox"/> Pound 25,001-50,000	<input type="checkbox"/> Pound 50,001-100,000
<input type="checkbox"/> More than Pound 100,001	

**Part B: About your satisfaction towards Chiang Mai**

Please circle the most appropriate number representing your opinion towards these factors, or please ✓ in the  "No Comment" if you do not want to rate your satisfaction level towards that factor.

How important are these factors towards your satisfaction to Chiang Mai?

Factors	Extremely important	Very important	Somewhat important	Not very important	Not at all important
1. Tourist Attractions (i.e. Natural Beauty, Historical, Cultural Attractions, People, etc.)	5	4	3	2	1
2. Hotel Accommodation	5	4	3	2	1
3. Restaurants, Bars & Night Entertainment	5	4	3	2	1
4. Souvenir Shops & Shopping Malls	5	4	3	2	1
5. Tour Agencies / Tour Operators	5	4	3	2	1
6. Infrastructure (i.e. transportation and communications systems, water and power lines, post offices)	5	4	3	2	1

How do these factors satisfy your visit to Chiang Mai?

Factors	Very Satisfied 😊					O.K. 😐			Not Satisfied ☹️		
1. Tourist Attractions	10	9	8	7	6	5	4	3	2	1	
2. Hotel Accommodation	10	9	8	7	6	5	4	3	2	1	
3. Restaurants, Bar & Night Entertainment	10	9	8	7	6	5	4	3	2	1	
4. Souvenir & Shopping	10	9	8	7	6	5	4	3	2	1	
5. Tour Agencies / Tour Operators	10	9	8	7	6	5	4	3	2	1	
6. Infrastructure	10	9	8	7	6	5	4	3	2	1	

No  
Comment

### 1. Tourist Attractions

How important are these factors towards your satisfaction to Tourist Attractions in Chiang Mai?

Factors	Extremely important	Very important	Somewhat important	Not very important	Not at all important
1. Historical Attractions	5	4	3	2	1
2. Cultural places & events	5	4	3	2	1
3. People's Courtesy & Lifestyle	5	4	3	2	1
4. Nature (i.e. Waterfall, mountain scenery, Elephant Camp, etc.)	5	4	3	2	1
5. Climate, Temperature	5	4	3	2	1
6. Shopping and Commercial Facilities	5	4	3	2	1
7. Sport, Recreation, and Education Facilities / Activities	5	4	3	2	1

How do these factors satisfy your visit to Chiang Mai?

Factors	Very Satisfied ☺					Not Satisfied ☹				
	10	9	8	7	6	5	4	3	2	1
1. Historical Attractions	10	9	8	7	6	5	4	3	2	1
2. Cultural places & events	10	9	8	7	6	5	4	3	2	1
3. People's Courtesy & Lifestyle	10	9	8	7	6	5	4	3	2	1
4. Nature	10	9	8	7	6	5	4	3	2	1
5. Climate, Temperature	10	9	8	7	6	5	4	3	2	1
6. Shopping and Commercial Facilities	10	9	8	7	6	5	4	3	2	1
7. Sport, Recreation, and Education Facilities / Activities	10	9	8	7	6	5	4	3	2	1

No  
Comment

Your Comments & Problems:

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## 2. Hotel Accommodation

How important are these factors towards your satisfaction to Hotel Accommodation in Chiang Mai?

Factors	Extremely important	Very important	Somewhat important	Not very important	Not at all important
1. Location, Architecture, and Decoration	5	4	3	2	1
2. Hotel Facilities (i.e. swimming pool, restaurants, fitness center, etc.)	5	4	3	2	1
3. Hotel Services (i.e. laundry services, shuttle bus services, etc.)	5	4	3	2	1
4. Hotel Staff (i.e. courtesy, command of spoken English, willingness, etc.)	5	4	3	2	1
5. Prices (i.e. price for room, meals, and other services)	5	4	3	2	1
6. Reservation: ease of approach and contact	5	4	3	2	1
7. Promotion (i.e. premium, offer for special occasions, advertising, etc.)	5	4	3	2	1
8. Safe & Security	5	4	3	2	1

How do these factors satisfy your visit to Chiang Mai?

Factors	Very Satisfied 😊					Not Satisfied ☹️				
	10	9	8	7	6	5	4	3	2	1
1. Location, Architecture, and Decoration										
2. Hotel Facilities										
3. Hotel Services										
4. Hotel Staff										
5. Prices										
6. Reservation										
7. Promotion										
8. Safe & Security										

No  
Comment

Your Comments & Problems:

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### 3. Restaurants, Bars, and Night Entertainment

How important are these factors towards your satisfaction to restaurants, bars, and night entertainments in Chiang Mai?

Factors	Extremely important	Very important	Somewhat important	Not very important	Not at all important
1. Location, Architecture, and Decoration	5	4	3	2	1
2. Food & Drinks Menu	5	4	3	2	1
3. Quality and Taste of food/drinks	5	4	3	2	1
4. Music / Games / etc.	5	4	3	2	1
5. Staff (i.e. courtesy, command of spoken English, willingness, etc.)	5	4	3	2	1
6. Price	5	4	3	2	1
7. Promotion ((i.e. premium, offer for special occasions, advertising, etc.)	5	4	3	2	1

How do these factors satisfy your visit to Chiang Mai?

Factors	Very Satisfied 😊					Not Satisfied ☹️				
	10	9	8	7	6	5	4	3	2	1
1. Location, Architecture, and Decoration	10	9	8	7	6	5	4	3	2	1
2. Food & Drinks Menu	10	9	8	7	6	5	4	3	2	1
3. Quality and Taste of food/drinks	10	9	8	7	6	5	4	3	2	1
4. Music / Games / etc.	10	9	8	7	6	5	4	3	2	1
5. Staff	10	9	8	7	6	5	4	3	2	1
6. Price	10	9	8	7	6	5	4	3	2	1
7. Promotion	10	9	8	7	6	5	4	3	2	1

No  
Comment

Your Comments & Problems:

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### 4. Souvenir Shops & Shopping Malls

How important are these factors towards your satisfaction to souvenir shops & shopping mall in Chiang Mai?

Factors	Extremely important	Very important	Somewhat important	Not very important	Not at all important
1. Products Variety	5	4	3	2	1
2. Products Quality	5	4	3	2	1
3. Salesperson (i.e. courtesy, command of spoken English, willingness, etc.)	5	4	3	2	1
4. Services (i.e. shipping, delivery service, etc.)	5	4	3	2	1
5. Price	5	4	3	2	1
6. The Stores / Shops (i.e. decoration, cleanliness, size, etc.)	5	4	3	2	1
7. Promotion (i.e. discount, premium, etc.)	5	4	3	2	1

How do these factors satisfy your visit to Chiang Mai?

Factors	Very Satisfied 😊					Not Satisfied ☹️				
	10	9	8	7	6	5	4	3	2	1
1. Products Variety	10	9	8	7	6	5	4	3	2	1
2. Products Quality	10	9	8	7	6	5	4	3	2	1
3. Salesperson	10	9	8	7	6	5	4	3	2	1
4. Services	10	9	8	7	6	5	4	3	2	1
5. Price	10	9	8	7	6	5	4	3	2	1
6. The Stores / Shops	10	9	8	7	6	5	4	3	2	1
7. Promotion	10	9	8	7	6	5	4	3	2	1

No  
Comment

Your Comments & Problems:

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## 5. Tour Agencies / Tour Operators

How important are these factors towards your satisfaction to tour agency / tour operator in Chiang Mai?

Factors	Extremely important	Very important	Somewhat important	Not very important	Not at all important
1. Tour Program Variety	5	4	3	2	1
2. Interesting Tour Program(s)	5	4	3	2	1
3. Tour Guide / Staff (i.e. courtesy, command of spoken English, willingness, etc.)	5	4	3	2	1
4. Services (i.e. Hotel & Air-ticket reservation and reconfirmation, transportation, etc.)	5	4	3	2	1
5. Tour / Service Prices	5	4	3	2	1
6. Reliability / Fame	5	4	3	2	1
7. Ease of reservation	5	4	3	2	1
8. Promotion (i.e. discount, special offer, etc.)	5	4	3	2	1

How do these factors satisfy your visit to Chiang Mai?

Factors	Very Satisfied ☺					Not Satisfied ☹				
	10	9	8	7	6	5	4	3	2	1
1. Tour Program Variety	10	9	8	7	6	5	4	3	2	1
2. Interesting Tour Program(s)	10	9	8	7	6	5	4	3	2	1
3. Tour Guide / Staff (i.e. courtesy, command of spoken English, willingness, etc.)	10	9	8	7	6	5	4	3	2	1
4. Services	10	9	8	7	6	5	4	3	2	1
5. Tour / Service Prices	10	9	8	7	6	5	4	3	2	1
6. Reliability / Fame	10	9	8	7	6	5	4	3	2	1
7. Ease of reservation	10	9	8	7	6	5	4	3	2	1
8. Promotion (i.e. discount, special offer, etc.)	10	9	8	7	6	5	4	3	2	1

No  
Comment









*Your Comments & Problems:*

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## 6. Infrastructure

How important are these factors towards your satisfaction to the infrastructure of Chiang Mai?

Factors	Extremely important	Very important	Somewhat important	Not very important	Not at all important
1. Road / Traffic	5	4	3	2	1
2. Public Transportation (ie. Bus, Tuk-Tuk, minibus)	5	4	3	2	1
3. Telephone Service	5	4	3	2	1
4. Internet Service	5	4	3	2	1
5. Train / Railway Station	5	4	3	2	1
6. Airways / Airport	5	4	3	2	1
7. Electricity	5	4	3	2	1
8. Water Supply	5	4	3	2	1
9. Sewage Disposal	5	4	3	2	1
10. Hospital	5	4	3	2	1

How do these factors satisfy your visit to Chiang Mai?

Factors	Very Satisfied 😊					Not Satisfied ☹️					No Comment
	10	9	8	7	6	5	4	3	2	1	
1. Road / Traffic	10	9	8	7	6	5	4	3	2	1	<input type="checkbox"/>
2. Public Transportation (ie. public bus, Tuk-Tuk, taxi)	10	9	8	7	6	5	4	3	2	1	<input type="checkbox"/>
3. Telephone Service	10	9	8	7	6	5	4	3	2	1	<input type="checkbox"/>
4. Internet Service	10	9	8	7	6	5	4	3	2	1	<input type="checkbox"/>
5. Train / Railway Station	10	9	8	7	6	5	4	3	2	1	<input type="checkbox"/>
6. Airways / Airport	10	9	8	7	6	5	4	3	2	1	<input type="checkbox"/>
7. Electricity	10	9	8	7	6	5	4	3	2	1	<input type="checkbox"/>
8. Water Supply	10	9	8	7	6	5	4	3	2	1	<input type="checkbox"/>
9. Sewage Disposal	10	9	8	7	6	5	4	3	2	1	<input type="checkbox"/>
10. Hospital	10	9	8	7	6	5	4	3	2	1	<input type="checkbox"/>

*Your Comments & Problems:*

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*Thank You Very Much!*

## ประวัติผู้เขียน

ชื่อ	นายบุญเลิศ เป้เร่ร่า
วัน เดือน ปี เกิด	15 กันยายน 2515
ประวัติการศึกษา	<ul style="list-style-type: none"><li>● มัธยมศึกษาปีที่ 6 โรงเรียนมงฟอร์ตวิทยาลัย จังหวัดเชียงใหม่ ปีการศึกษา 2532</li><li>● ปริญญาตรี วิศวกรรมศาสตร์บัณฑิต มหาวิทยาลัยเชียงใหม่ ปีการศึกษา 2536</li></ul>
ประวัติการทำงาน	<ul style="list-style-type: none"><li>● พ.ศ. 2536 – ปัจจุบัน หจก.เชียงใหม่ดีสคัฟเวอร์ทีวีส (1988) อำเภอเมือง จังหวัดเชียงใหม่</li><li>● พ.ศ. 2540 – ปัจจุบัน เลขานุการ สมาคมธุรกิจท่องเที่ยวเชียงใหม่</li></ul>