

Questionnaire

Research Project: A Study of Travel Motivations and Behaviors of Korean Tourists

This research project is granted by Dhurakij Pundit University (DPU), Bangkok. The objective of the research is to survey tourist behavior and travel motivation of Korean tourists. The findings of the research will be used for academic purpose and all information will be treated confidentially. The questionnaire consists of 4 parts. Please answer all the questions. Your kind cooperation and assistance is greatly appreciated. Thank you

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Section 1: General Information

Instruction: Please mark (✓) in each question.

- 1. Gender:** 1) male 2) female
- 2. Age:** 1) 20 - 30 2) 31 – 50 3) 51 or more
- 3. Marital status:** 1) single 2) married 3) widowed/divorced/separated
- 4. Educational level:**
1) High school/lower 2) Bachelor/college degree 3) Master degree or higher
- 5. Occupation:**
1) students 2) company employee 3) government officer 4) business owner
5) independent/self-employed 6) unemployment 7) housewife 8) retired
9) Others, _____
- 6. Monthly income:**
1) US\$ 2,500 or lower 2) US\$ 2,501 – 4,000 3) US\$ 4,001 or higher

Section 2: Travel Characteristics

Please mark (✓) in each question.

- 1. On average, how often do you travel abroad in one year?**
1) 1 time 2) 2 - 3 times 3) 4 times or more 4) Not sure, depending on opportunity.
- 2. How did you plan your trip to Thailand?**
1) I buy package tours (air tickets and hotels). 2) I travel with a tour company.
3) I plan everything myself (travel independently) 4)
Others.....

3. How many times have you visited Thailand?

- 1) First time 2) 2 – 3 times 3) 4 times or more

4. How many days do you plan to stay in Thailand?

- 1) 5 days or less 2) 6 – 8 days 3) 9 days or more

5. Who helped you decide to come to Thailand? (can be more than 1 answers)

- 1) myself 2) my couple (husband or wife) 3) my boy or girl friend
4) my friends 5) my relatives 6) others.....

6. Who travel with you on this trip?

- 1) travel alone 2) travel with husband or wife 3) travel with friends or relatives
4) travel with family (husband/wife and children)

7. Besides Bangkok, which part of Thailand do you want to visit?

(can be more than 1 answers)

- 1) North (e.g. Chiang Mai) 2) Northeast (e.g. Khon Kaen) 3) Central (e.g. Ayutthaya)
4) East (e.g. Pattaya) 5) South (e.g. Phuket, Samui)

8. What is the major activity that you want to do in Thailand?

(can be more than 1 answers)

- 1) sightseeing 2) shopping 3) visiting cultural/historical places 4) visiting natural areas
5) going to beaches/islands 6) urban traveling 7) visiting rural area 8)
others.....

9. Please estimate your daily expenditure for accommodation (e.g. hotel, guest house) in Thailand?

- 1) 1,000 Baht or less 2) 1,001 – 3,000 Baht 3) 3,001 Baht or more

10. Please estimate your daily expenditure for food & meals in Thailand?

- 1) 300 Baht or less 2) 301 – 700 Baht 3) 701 Baht or more

11. Please estimate your daily expenditure for shopping in Thailand?

- 1) 1,000 Baht or less 2) 1,000 – 2,000 Baht 3) 2,001 Baht or more

12. When you travel to Thailand, what type of hotel do you prefer to stay?

- 1) luxury hotel (5-star hotel) 2) first class hotel (4-star hotel) 3) budget hotel (3-star hotel)
4) guest house 5) friend/relative's house 6) others

13. What is the major source of information motivating you to travel to Thailand?

(can be more than 1 answers)

- 1) media (TV, magazines, brochures, newspaper) 2) Internet
3) friends/relatives 4) travel agent/tour company 5) travel books
6) Thailand's tourism office 7) others, _____

14. When you go back to your country, what would you recommend about Thailand to other people (your family or friends)? (can be more than 1 answers)

- 1) Thai food 2) Thai people 3) Thai culture 4) tourist attractions/places
5) seashores/beaches 6) natural areas 7) others.....

15. Do you think you would come back to Thailand in the next 1 – 5 years?

- 1) yes 2) no 3) not sure

16. If yes, please choose the major reason why you would come back to Thailand again.
(can be more than 1 answers)

- 1) Thai culture 2) nature & beautiful environment 3) friendly & nice people
4) low cost of goods & services 5) a variety of leisure activities & entertainment
6) a variety of tourist attractions 7) others

Section 3: Travel Motivations

Please indicate the level of your opinion for the reason why you travel abroad and mark (✓) in each question on right column.

Level of your opinion

1. I travel abroad because I want to travel to a country I have not visited before.	1.strongly disagree	2. disagree	3. no opinion	4. agree	5. strongly agree
2. I travel abroad because I want to experience cultures that are different from mine.	1.strongly disagree	2. disagree	3. no opinion	4. agree	5. strongly agree
3. I travel abroad because I want to learn new things from a foreign country.	1.strongly disagree	2. disagree	3. no opinion	4. agree	5. strongly agree
4. I travel abroad because I want to see something new and exciting.	1.strongly disagree	2. disagree	3. no opinion	4. agree	5. strongly agree
5. I travel abroad because I want to seek fun or adventure.	1.strongly disagree	2. disagree	3. no opinion	4. agree	5. strongly agree
6. I travel abroad because I want to fulfill my dream of visiting a new country.	1.strongly disagree	2. disagree	3. no opinion	4. agree	5. strongly agree
7. I travel abroad because I want to spend more time with my couple or family members while traveling.	1.strongly disagree	2. disagree	3. no opinion	4. agree	5. strongly agree
8. I travel abroad because I want to see and meet different groups of people.	1.strongly disagree	2. disagree	3. no opinion	4. agree	5. strongly agree
9. I travel abroad because I want to escape from busy job or stressful work.	1.strongly disagree	2. disagree	3. no opinion	4. agree	5. strongly agree
10. I travel abroad because I want to escape from routine or ordinary environment.	1.strongly disagree	2. disagree	3. no opinion	4. agree	5. strongly agree

11. I travel abroad because I want to rest and relax.	1.strongly disagree	2. disagree	3. no opinion	4. agree	5. strongly agree
12. I travel abroad because I want to improve my health and well-being.	1.strongly disagree	2. disagree	3. no opinion	4. agree	5. strongly agree
13. I travel abroad because I can talk to everybody about my trips when I get home.	1.strongly disagree	2. disagree	3. no opinion	4. agree	5. strongly agree

Please indicate the level of your opinion for the factors attracting you to Thailand and mark (✓) in each question on right column.

Level of your opinion

1. Do you think seaside or beach is an important factor attracting you to Thailand?	1.strongly disagree	2. disagree	3. no opinion	4. agree	5. strongly agree
2. Do you think natural attraction is an important factor attracting you to Thailand?	1.strongly disagree	2. disagree	3. no opinion	4. agree	5. strongly agree
3. Do you think Thai culture is an important factor attracting you to Thailand?	1.strongly disagree	2. disagree	3. no opinion	4. agree	5. strongly agree
4. Do you think Thai food is an important factor attracting you to Thailand?	1.strongly disagree	2. disagree	3. no opinion	4. agree	5. strongly agree
5. Do you think cultural or historical place is an important factor attracting you to Thailand?	1.strongly disagree	2. disagree	3. no opinion	4. agree	5. strongly agree
6. Do you think a variety of tourist attractions is an important factor attracting you to Thailand?	1.strongly disagree	2. disagree	3. no opinion	4. agree	5. strongly agree
7. Do you think a low cost of living in Thailand is an important factor attracting you to Thailand?	1.strongly disagree	2. disagree	3. no opinion	4. agree	5. strongly agree
8. Do you think travel cost to Thailand is an important factor attracting you to Thailand?	1.strongly disagree	2. disagree	3. no opinion	4. agree	5. strongly agree
9. Do you think an availability of tourists' travel information is an important factor attracting you to Thailand?	1.strongly disagree	2. disagree	3. no opinion	4. agree	5. strongly agree
10. Do you think a variety of shopping places is an important factor attracting you to Thailand?	1.strongly disagree	2. disagree	3. no opinion	4. agree	5. strongly agree
11. Do you think a variety of leisure activities and entertainment is an important factor attracting you to Thailand?	1.strongly disagree	2. disagree	3. no opinion	4. agree	5. strongly agree
12. Do you think safety and security is an important factor attracting you to Thailand?	1.strongly disagree	2. disagree	3. no opinion	4. agree	5. strongly agree

13. Do you think hygiene and cleanliness is an important factor attracting you to Thailand?	1.strongly disagree	2. disagree	3. no opinion	4. agree	5. strongly agree
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Section 4: Tourist Satisfaction

Pleas indicate the level of your satisfaction toward Thailand's tourism attributes and mark (√) in each question on right column.

Level of your satisfaction

1. Quality of tourism places/attractions	1. very dissatisfied	2. dissatisfied	3. no opinion	4. satisfied	5. very satisfied
2. Cleanliness of tourism places/attractions	1. very dissatisfied	2. dissatisfied	3. no opinion	4. satisfied	5. very satisfied
3. Variety of tourism attractions and activities	1. very dissatisfied	2. dissatisfied	3. no opinion	4. satisfied	5. very satisfied
4. Public transportation (convenience and services)	1. very dissatisfied	2. dissatisfied	3. no opinion	4. satisfied	5. very satisfied
5. Accommodation (quality and services)	1. very dissatisfied	2. dissatisfied	3. no opinion	4. satisfied	5. very satisfied
6. Restaurants and food shops (quality and services)	1. very dissatisfied	2. dissatisfied	3. no opinion	4. satisfied	5. very satisfied
7. Quality and cleanliness of food	1. very dissatisfied	2. dissatisfied	3. no opinion	4. satisfied	5. very satisfied
8. Taste of Thai food	1. very dissatisfied	2. dissatisfied	3. no opinion	4. satisfied	5. very satisfied
9. Prices of goods and services	1. very dissatisfied	2. dissatisfied	3. no opinion	4. satisfied	5. very satisfied
10. Attractiveness of Thai culture and, local way of life	1. very dissatisfied	2. dissatisfied	3. no opinion	4. satisfied	5. very satisfied
11. Attractiveness of cultural and historical places	1. very dissatisfied	2. dissatisfied	3. no opinion	4. satisfied	5. very satisfied
12. Attractiveness of natural environment/scenery	1. very dissatisfied	2. dissatisfied	3. no opinion	4. satisfied	5. very satisfied
13. Shopping malls and facilities	1. very dissatisfied	2. dissatisfied	3. no opinion	4. satisfied	5. very satisfied
14. Friendliness of Thai people	1. very dissatisfied	2. dissatisfied	3. no opinion	4. satisfied	5. very satisfied
15. Tourist safety and security	1. very dissatisfied	2. dissatisfied	3. no opinion	4. satisfied	5. very satisfied

*** Thank you very much for your kind assistance ***