

Questionnaire

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

This research project is granted by Dhurakij Pundit University, Bangkok. The objective of the research is to survey tourist behavior and travel motivations of international tourists in Thailand. The findings of the research will be used for academic purpose and all information will be treated confidentially. The questionnaire consists of 3 parts. Please answer all the questions. Your kind cooperation and assistance is greatly appreciated. Thank you

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1. General Information

Instruction: Please mark (✓) or circle O in each question.

1. Which country do you come from? _____

2. Gender: 1) male 2) female

3. Age: 1) 20 - 30 2) 31 - 45 3) 46 - 55 4) 56 or more

4. Marital status: 1) single 2) married 3) widowed/divorced/separated

5. Educational level:

1) High school/lower 2) Bachelor/college degree 3) Master degree or higher

6. Occupation:

1) students 2) company employee 3) government officer 4) business owner

5) independent/self-employed 6) unemployment 7) housewife 8) retired

9) Others, _____

7. Monthly income:

1) less than US\$ 1,000 2) US\$ 1,001 - 2,500 3) US\$ 2,501 - 3,500 4) US\$ 3,501 or higher

2. Travel Characteristics

Instruction: Please mark (✓) or circle O 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 – 10 days 3) 11 - 15 days 4) 16 days or more

5. Who helped you decide to come to Thailand?

- 1) myself 2) my couple (husband or wife) 3) my boy or girl friend
4) my friends 5) my parents or 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) 5) travel with parents

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

- 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 most important activity that you want to do in Thailand? (only one answer)

- 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 – 600 Baht 3) 601 Baht or more

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

- 1) 500 Baht or less 2) 500 – 1,500 Baht 3) 1,501 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 most important source of information motivating you to travel to Thailand?

(only one answer)

- 1) media (TV, magazines, brochures, newspaper) 2) Internet
3) friends/relatives/parents 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)?

- 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 most important reason why you would come back to Thailand again.

(only one answer)

- 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

3. Travel Motivations

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

Level of your opinion

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

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