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# APPENDIX

(Appendix A)

**Table: 1 shows the number of tourists in 2010 and 2011 by each nationality**

					
<b>Ministry of Tourism and Sports, Thailand</b>					
<b>International Tourist Arrivals to Thailand</b>					
<b>By Nationality</b>					
<b>January - June 2011</b>					
<b>Nationality</b>	<b>2011</b>		<b>2010</b>		<b>% Δ 2011/2010</b>
	<b>Number</b>	<b>% Share</b>	<b>Number</b>	<b>% Share</b>	
<b>East Asia</b>	<b>5,032,249</b>	<b>51.95</b>	<b>3,727,628</b>	<b>49.31</b>	<b>35.00</b>
ASEAN	2,671,992	27.59	2,078,349	27.49	28.56
Brunei	4,048	0.04	3,364	0.04	20.33
Cambodia	69,992	0.72	54,065	0.72	29.46
Indonesia	189,335	1.95	130,201	1.72	45.42
Laos	400,421	4.13	331,218	4.38	20.89
Malaysia	1,212,922	12.52	956,510	12.65	26.81
Myanmar	55,753	0.58	42,096	0.56	32.44
Philippines	150,638	1.56	116,910	1.55	28.85
Singapore	344,001	3.55	265,250	3.51	29.69
Vietnam	244,882	2.53	178,735	2.36	37.01
China	793,266	8.19	471,706	6.24	68.17
Hong Kong	206,935	2.14	130,198	1.72	58.94
Japan	573,271	5.92	475,461	6.29	20.57
Korea	517,725	5.35	382,463	5.06	35.37
Taiwan	252,170	2.60	178,683	2.36	41.13
Others	16,890	0.17	10,768	0.14	56.85
<b>Europe</b>	<b>2,726,699</b>	<b>28.15</b>	<b>2,278,199</b>	<b>30.14</b>	<b>19.69</b>

Austria	53,819	0.56	48,222	0.64	11.61
Belgium	41,524	0.43	37,160	0.49	11.74
Denmark	107,791	1.11	89,410	1.18	20.56
Finland	107,314	1.11	86,483	1.14	24.09
France	278,228	2.87	232,394	3.07	19.72
Germany	338,269	3.49	320,428	4.24	5.57
Ireland	29,757	0.31	27,077	0.36	9.90
Italy	99,925	1.03	81,387	1.08	22.78
Netherlands	97,722	1.01	87,073	1.15	12.23
Norway	85,841	0.89	74,336	0.98	15.48
Russia	460,555	4.75	305,425	4.04	50.79
Spain	33,028	0.34	25,964	0.34	27.21
Sweden	247,381	2.55	205,225	2.71	20.54
Switzerland	91,619	0.95	78,806	1.04	16.26
United Kingdom	453,996	4.69	413,878	5.47	9.69
East Europe	140,162	1.45	114,917	1.52	21.97
Others	59,768	0.62	50,014	0.66	19.50
<b>The Americas</b>	<b>519,037</b>	<b>5.36</b>	<b>430,964</b>	<b>5.70</b>	<b>20.44</b>
Argentina	6,823	0.07	5,433	0.07	25.58
Brazil	12,022	0.12	9,585	0.13	25.43
Canada	110,774	1.14	88,992	1.18	24.48
USA	369,324	3.81	310,628	4.11	18.90
Others	20,094	0.21	16,326	0.22	23.08
<b>South Asia</b>	<b>585,473</b>	<b>6.04</b>	<b>446,920</b>	<b>5.91</b>	<b>31.00</b>
Bangladesh	34,375	0.35	27,606	0.37	24.52
India	461,099	4.76	344,125	4.55	33.99
Nepal	14,410	0.15	13,317	0.18	8.21
Pakistan	35,247	0.36	29,079	0.38	21.21
Sri Lanka	26,826	0.28	21,944	0.29	22.25
Others	13,516	0.14	10,849	0.14	24.58
<b>Oceania</b>	<b>454,468</b>	<b>4.69</b>	<b>367,491</b>	<b>4.86</b>	<b>23.67</b>



Australia	407,523	4.21	326,220	4.32	24.92
New Zealand	45,637	0.47	40,261	0.53	13.35
Others	1,308	0.01	1,010	0.01	29.50
<b>Middle East</b>	<b>299,149</b>	<b>3.09</b>	<b>253,417</b>	<b>3.35</b>	<b>18.05</b>
Egypt	9,168	0.09	8,154	0.11	12.44
Israel	60,394	0.62	51,948	0.69	16.26
Kuwait	26,951	0.28	18,528	0.25	45.46
Saudi Arabia	5,525	0.06	3,007	0.04	83.74
U.A.E.	53,169	0.55	41,531	0.55	28.02
Others	143,942	1.49	130,249	1.72	10.51
<b>Africa</b>	<b>68,772</b>	<b>0.71</b>	<b>54,909</b>	<b>0.73</b>	<b>25.25</b>
South Africa	31,034	0.32	21,619	0.29	43.55
Others	37,738	0.39	33,290	0.44	13.36
<b>Grand Total</b>	<b>9,685,847</b>	<b>100.00</b>	<b>7,559,528</b>	<b>100.00</b>	<b>28.13</b>

**Source of Data:** Immigration Bureau, Police Department.

**Note :** Primary Data

Tourist Arrivals excluded Overseas Thai



## (Appendix B)

**Table: 2 shows the number of tourists in 2010 and 2011 by each nationality**



**Ministry of Tourism and Sports, Thailand**  
**Guest Arrivals at Accommodation Establishments**  
**(Hotels, Guesthouses, Resorts)**  
**in Pranburi**

Nationality	July-December		
	2010	2009	D (%)
Thai	22,664		
Laos	9		
Malaysia	36		
Philippines	14		
Singapore	42		
Vietnam	13		
China	162		
Hong Kong	59		
Japan	238		
Korea	19		
Taiwan	28		
Austria	81		
Belgium	113		
Denmark	115		
Finland	83		
France	111		
Germany	1,225		
Italy	37		
Netherlands	129		
Norway	184		
Russia	47		
Spain	27		
Sweden	293		
Switzerland	158		
United Kingdom	2,060		
Canada	38		
USA	164		

India	223	
Australia	293	
New Zealand	8	
Israel	33	
Others	88	
<b>Grand Total</b>	<b>28,794</b>	
Thai	22,664	
Foreigners	6,130	

## APPENDIX C: SURVEY QUESTIONNAIRE



### **“Customer’s expectations and perceptions towards service quality of Boutique hotels in Amphoe Pranburi Prachuap Khiri Khan Province”**

This questionnaire has been developed by Stamford International University MBA (International) student. All of the information will be treated with high confidentiality. Please complete all questions truthfully by marking “✓” in the ☐ or filling in the space given below. The questions are categorized into 4 parts as follow:

#### **Part I: Personal Data**

Please put “✓” in the ☐ or filling in the space given below

1. Gender     ☐ Male     ☐ Female

2. Age

☐ Below 20 years old     ☐ 21-30 years old     ☐ 31-40 years old  
☐ 41-50 years old     ☐ Over 51 years old

3. Nationality

☐ Asian                      ☐ American                      ☐ UK

☐ European                      ☐ Scandinavian                      ☐ Others (\_\_\_\_\_)

4. Occupation

☐ Student                      ☐ Employee                      ☐ Owner / Private business  
☐ Government official    ☐ others (\_\_\_\_\_)

5. Purpose of trip

☐ Vacation                      ☐ Honeymoon                      ☐ Seminar  
☐ Business                      ☐ Others (\_\_\_\_\_)

6. How many times have you previously stayed at Boutique Hotels in Amphoe Pranburi

☐ 1 time                      ☐ 2 times                      ☐ 3 times  
☐ 4 times                      ☐ more than 4 times

**Part II:** Survey of your expectations and perceptions towards service quality of boutique hotel in Amphoe Pranburi. Please put a tick (“✓”) in a box \_\_, which mostly explains your expectations and perception A) Level of **EXPECTATION** towards service quality of boutique hotels in Amphoe Pranburi. B) Level of **PERCEPTION** towards service quality of boutique hotels in Amphoe Pranburi. The score level are described as 5 = highest, 4 = high, 3 = moderate, 2 = low and 1 = lowest

Dimensions	Level of Expectation					Level of Perception				
<b>Tangibility</b>	5	4	3	2	1	5	4	3	2	1
1. The staff dress appropriately.										
2. The staff uniform is clean.										
3 The staff provide the services with smiling.										
4. The staff have attractive appearance i.e. elegant, smart, etc.										
<b>Reliability</b>	5	4	3	2	1	5	4	3	2	1
5. The staff can provide you the services as promised e.g. upgrade room, early check in and late check out.										
6. The staff provide you accurate information e.g. hotel facilities, recreational facilities and tourists' attraction places.										
7. The staff perform the service right at the first time (for example, the receptionist has your correct record of your booking details).										
8. The staff offer you some help (for example, once you arrive at the front desk of hotel, the receptionists ask you if she can help you).										
<b>Responsiveness</b>	5	4	3	2	1	5	4	3	2	1
9. The staff tell you exactly when services will be provided (for example, the receptionist informs you about breakfast time during your check in).										
10. The staff give you prompt service (for example, the receptionists serve you a welcome drink immediately during your arrival).										
11. The staff are willing to help you e.g. guiding you a hotel direction.										

Dimensions	Level of Expectation					Level of Perception				
Assurance	5	4	3	2	1	5	4	3	2	1
12. The staff have product knowledge of hotel information e.g. describing all room types and the restaurants.										
13. The staff have required skill to perform service (for example, the receptionist can explain clearly about the hotel direction).										
14. The staff speak with you by using an appropriately address forms (for example, hello, may I help you, Sir/Madam?).										
15. The staff are trustworthy.										
16. The staff make you feel safe when staying at the hotel (for example, the doorman observes the persons who come in the hotel).										
Empathy	5	4	3	2	1	5	4	3	2	1
17. The staff are able to communicate with you in English.										
18. The staff are able to communicate effectively with you.										
19. The staff show personal attention to you (for example, the bell boy help you to carry your luggage during your check out).										
20. The staff know your specific needs (for example, the doorman opens the door while you are entering the hotel).										

### Part III: Return to the hotel.

Do you have planned to return to any boutique hotels in Amphoe Pranburi ? Why?

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**Part IV: Customer suggestions towards service quality of boutique hotels in Pranburi area. (e.g. compliment, complaint)**

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