

## APPENDIX

### Questionnaire

This questionnaire is not a test. The principal objective of this questionnaire is to study the factors influencing foreigners' decision to join the English-spoken meditation course at The Middle Way Meditation Retreat and their satisfaction with the program. Your responses to this questionnaire will be kept anonymous. The findings obtained would help The Middle Way to improve the service. Your cooperation is greatly appreciated.

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#### **Part One: Personal information**

**Instruction:** Please mark ✓ into ☐ or write down the answer for the following questions.

- |                       |   |   |
|-----------------------|---|---|
| 1.1 Gender            | <input type="checkbox"/> Male                         | <input type="checkbox"/> Female                 |
| 1.2 Age               | <input type="checkbox"/> Under 25 years               | <input type="checkbox"/> 26 - 30 years          |
|                       | <input type="checkbox"/> 31 - 35 years                | <input type="checkbox"/> 36 - 40 years          |
|                       | <input type="checkbox"/> 41 - 45 years                | <input type="checkbox"/> Over 45 years          |
| 1.3 Marital status    | <input type="checkbox"/> Single                       | <input type="checkbox"/> Married                |
|                       | <input type="checkbox"/> Divorced / Separated         | <input type="checkbox"/> Widow                  |
| 1.4 Educational level | <input type="checkbox"/> High school                  | <input type="checkbox"/> Vocational school      |
|                       | <input type="checkbox"/> High vocational school       | <input type="checkbox"/> Bachelor degree        |
|                       | <input type="checkbox"/> Master degree                | <input type="checkbox"/> Doctoral degree        |
|                       | <input type="checkbox"/> Other (please specify) ..... |   |
| 1.5 Occupation        | <input type="checkbox"/> Self-employed                | <input type="checkbox"/> Freelance / Consultant |
|                       | <input type="checkbox"/> Company employee             | <input type="checkbox"/> Government service     |
|                       | <input type="checkbox"/> Student                      | <input type="checkbox"/> Unemployed             |
|                       | <input type="checkbox"/> Other (please specify) ..... |   |

- 1.6 Annual income ☐ Less than US\$ 10,000 ☐ US\$ 10,000 – 25,000  
(from every sources) ☐ US\$ 25,000 – 40,000 ☐ More than US\$ 40,000
- 1.7 Religion ☐ Buddhism ☐ Christianity  
☐ Islam ☐ Hinduism  
☐ Other (please specify) .....
- 1.8 Nationality .....
- 1.9 Country of residence .....  
(if not Thailand, please also specify the main objective of this trip to Thailand)  
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- 1.10 Did you make your own decision in joining The Middle Way?  
☐ Yes ☐ No
- 1.11 Is this your first time joining The Middle Way?  
☐ Yes ☐ No (this is ..... time)
- 1.12 How did you find out about The Middle Way?  
☐ Word of mouth ☐ Brochure / Guidebook  
☐ Website ☐ DMC satellite channel  
☐ Other (please specify) .....
- 1.13 Have you ever practices meditation before?  
☐ Yes ☐ No
- 1.14 Have you ever learned about the benefits of meditation?  
☐ Yes ☐ No
- 1.15 What is your main reason for joining the course this time?  
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1.16 Do you feel satisfied having Thai Buddhist monk as your instructor?

☐ Yes

☐ No

Please state your reasons to support your answer.

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**Part Two: Factors influencing your decision to join The Middle Way meditation course**

**Instruction:** Please mark ✓ in the column that most matches your opinion.

(5-Most important, 4-Important, 3-Quite important, 2-Not so important, 1-Not important)

Factors		The degree of importance				
		5	4	3	2	1
2.1	Accessibility to the site					
2.2	Atmosphere of the site					
2.3	Accommodation and facilities					
2.4	Safety					
2.5	Meditation technique / method					
2.6	Class duration					
2.7	Class size					
2.8	Course reputation					
2.9	Instructor's credibility					
2.10	Costs & Fees					

**Part Three: Satisfaction with The Middle Way meditation course**

**Instruction:** Please mark ✓ in the column that most matches your opinion.

(5-Strongly agree, 4-Agree, 3-Undecided, 2-Disagree, 1-Strongly disagree)

Items		The degree of satisfaction				
		5	4	3	2	1
<b>Satisfaction with the place</b>						
3.1	The site is easy to come to.					
3.2	The physical atmosphere of the site is pleasant.					
3.3	The accommodation is comfortable.					
3.4	The place is clean.					
3.5	I feel that the site is safe from danger.					
<b>Satisfaction with the course</b>						
3.6	The meditation technique does not oppose my personal religious belief.					
3.7	I can follow the instructor's teaching easily.					
3.8	The duration of the entire course is appropriate.					
3.9	The size of the class is appropriate.					
3.10	The admission fee is reasonable.					
<b>Satisfaction with the instructors and staff members</b>						
3.11	The instructors have good knowledge and skill in meditation.					
3.12	The instructors teaching style is pleasant.					
3.13	Staff members provide a good hospitality.					
3.14	Staff members are supportive.					
3.15	English communication ability of instructors and other staff members is practical.					

**Part Four: Opinions and suggestions**

**Instruction:** Please mark ✓ into ☐ or write down the answer for the following questions.

4.1 After the class ended, would you continue meditating?

☐ Yes

☐ No

4.2 Will you come back to join The Middle Way again?

☐ Yes

☐ No

4.3 Will you recommend to others to join The Middle Way?

☐ Yes

☐ No

4.4 What are your recommendations for the improvement of The Middle Way?

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**- End of questionnaire. Thank you for your participation. -**