

**APPENDIX**  
**Questionnaire**  
**Factors attracting foreign tourists to Ayutthaya province**

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This questionnaire is a part of a research paper as a partial fulfillment of the requirements for Master Degree of Arts in English for Careers, Language Institute, Thammasat University. This questionnaire is used to seek the influential factors that attract tourists visiting Ayutthaya province and to investigate their opinion and satisfaction about traveling in Ayutthaya. Your response will be strictly confidential and will be used for the research purpose only. Your cooperation in answering this questionnaire is highly appreciated.

This questionnaire is divided into three parts as follows:

Part 1: Demographic information

Part 2: General opinion toward traveling in Ayutthaya

Part 3: Suggestions

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**Instruction:** Please complete the questionnaire by marking the answer that most closely reflects your feelings and/or opinions.

**Part 1:** Demographic information

- |        |   |                                 |
|--------|---|---------------------------------|
| 1. Sex | <input type="checkbox"/> Male               | <input type="checkbox"/> Female |
| 2. Age | <input type="checkbox"/> Under 15 years old | <input type="checkbox"/> 15-24  |
|        | <input type="checkbox"/> 25-34              | <input type="checkbox"/> 35-44  |
|        | <input type="checkbox"/> 45-54              | <input type="checkbox"/> 55-64  |
|        | <input type="checkbox"/> Over 65            |                                 |

3. Country/Region of your residence \_\_\_\_\_

4. Education

- |  |                                      |
|--|--------------------------------------|
| <input type="checkbox"/> Primary school    | <input type="checkbox"/> High school |
| <input type="checkbox"/> Vocational school | <input type="checkbox"/> Diploma     |
| <input type="checkbox"/> Bachelor's degree | <input type="checkbox"/> Higher      |
| <input type="checkbox"/> None              |                                      |

5. Marital status

- ☐ Single
- ☐ Married
- ☐ Divorced

6. Occupation

- |   |  |
|---|--|
| <input type="checkbox"/> Employed               | <input type="checkbox"/> Self-employed       |
| <input type="checkbox"/> Government             | <input type="checkbox"/> Administration      |
| <input type="checkbox"/> Manager                | <input type="checkbox"/> Clerical Officer    |
| <input type="checkbox"/> Salesperson            | <input type="checkbox"/> Commercial          |
| <input type="checkbox"/> Personnel              | <input type="checkbox"/> Agricultural Worker |
| <input type="checkbox"/> Student                | <input type="checkbox"/> Labor               |
| <input type="checkbox"/> Housewife              | <input type="checkbox"/> Retired             |
| <input type="checkbox"/> Other (please specify) |  |

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7. Monthly personal income

- ☐ Less than 1,000 US\$
- ☐ 1,000 – 1,500 US\$
- ☐ 1,600 – 2,000 US\$
- ☐ More than 2,000 US\$

8. How many times have you travelled to Ayutthaya? \_\_\_\_\_

9. Who do you come with?

- ☐ Friends      ☐ Family      ☐ Alone

10. Length of stay      ☐ days

11. What is your purpose for visiting Ayutthaya

- ☐ Travel/ Recreation                      ☐ Business  
☐ Honeymoon/ Wedding                      ☐ Meeting/ Seminar  
☐ Shopping                      ☐ Visit relatives/ friends  
☐ Meditation                      ☐ Religious activity  
☐ Exhibition                      ☐ Work  
☐ Education/ Short-term course                      ☐ Incentive Travel  
☐ Medical Check-up or Treatment

12. Which element (s) of Ayutthaya fascinate you?

- ☐ Historical buildings (temples, shrines)  
☐ Experience of traditional culture  
☐ Experience of traditional crafts (ex. Making a pottery)  
☐ Local foods  
☐ Festivals  
☐ Other: \_\_\_\_\_

13. Before you visit a place, what factor(s) will you consider?

- ☐ Transport convenience                      ☐ Money  
☐ Cleanliness (whether it is polluted or not)  
☐ Attractiveness of the place  
☐ Family's preference  
☐ Other: \_\_\_\_\_

## Part 2: General opinion toward traveling in Ayutthaya

Statement	1. Strongly disagree	2. Disagree	3. Uncertain	4. Agree	5. Strongly Agree
1. Transportation to Ayutthaya is convenient.					
2. I like the local people in					

Ayutthaya.					
3. I think the local people are hospitable.					
4. Price of accommodations in Ayutthaya is reasonable.					
5. I feel safe when staying in Ayutthaya.					
6. Ayutthaya is a clean city.					
7. It is too crowded for sightseeing					
8. The weather is pleasant for sightseeing.					
9. It is easy to get around the city.					
10. There are plenty of good restaurants available.					
11. Ayutthaya is a good value for money.					
12. There is a good variety of visitor attractions.					
13. It has a rich cultural life.					
14. Ayutthaya is the best place to purchase package tours.					
15. I think riding an elephant around the city is safe and fun.					
16. I think cruising in the ferry along the river in the evening is fantastic.					
17. I like traveling in Ayutthaya in the daytime.					

18. I like traveling in Ayutthaya in the nighttime.					
19. I like riding a bicycle around Ayutthaya rather than other methods of transportation.					
20. I like walking at the historical sites around Ayutthaya rather than taking any transportation.					
21. I like taking a tuk-tuk (tri-motorcycle) around Ayutthaya.					
22. Most of the tuk-tuk chauffeurs are nice and helpful.					
23. I always bring a guide book every time I travel in Ayutthaya.					
24. I love tasting new Thai food.					
25. I like travelling in downtown Ayutthaya rather than other districts of Ayutthaya.					
26. I think I face some cultural shock while traveling in Ayutthaya.					
27. I like the accommodation available in Ayutthaya.					
28. I will visit Ayutthaya again in the future.					
29. I will recommend Ayutthaya to my friends.					

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**Part 3: Suggestion**

1. Do you have any suggestion about traveling in Ayutthaya?

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2. What do you want to be improved most in Ayutthaya?

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**Thank you very much for your cooperation.**