

APPENDIX

QUESTIONNAIRE

This questionnaire is a part of research as a partial fulfillment of the requirement for Master of Arts in English for Careers, Language Institute, Thammasat University. The objective of this research is to study the foreign tourists' satisfaction with the Personal Audio Guide (PAG) at the Grand Palace and the Temple of the Emerald Buddha.

The results of this research can help the Palace & Temple Company Limited, by whom the Personal Audio Guide (PAG) is run, improve the quality of this service. The answers in this questionnaire will be confidential and will be used for this research only.

If you have any questions, please contact Mr. Satit Trithipwanich at telephone number 089-6118805 or E-mail address steveguidethailand@yahoo.com. Thank you very much for your cooperation.

Instruction: Please mark X or write your answer which most reflects your fact or opinion in the space.

Part I: General Information

1. Gender

☐ Male

☐ Female

2. Age

☐ Below 25 years

☐ 26 - 30 years

☐ 31 - 35 years

☐ 36 - 40 years

☐ 41 - 45 years

☐ 46 - 50 years

☐ 51 - 55 years

☐ 56 – 60 years

☐ 61 – 65 years

☐ 66 up

3. Educational level

- | | |
|---|--|
| <input type="checkbox"/> Lower than Bachelor's degree | <input type="checkbox"/> Bachelor's degree |
| <input type="checkbox"/> Master's degree | <input type="checkbox"/> Doctoral degree |

4. Nationality (Please specify)_____**5. How many times have you visited the Grand Palace and the Temple of the Emerald Buddha (including this time)?**

- ☐ 1 time
- ☐ 2 times
- ☐ 3 times
- ☐ 4 times
- ☐ 5 times or more

6. How long do you stay in Thailand for this visit?

- ☐ 1-3 days
- ☐ 4-6 days
- ☐ 7-9 days
- ☐ 10-12 days
- ☐ 13 days or more

7. What is your purpose of visiting Thailand?

- ☐ Business
- ☐ Travel
- ☐ Study
- ☐ Other (Please specify) _____

8. Why do you come to the Grand Palace and the Temple of the Emerald Buddha?

- ☐ To study Thai art
- ☐ This place is a highlight of the country
- ☐ Someone recommended this place
- ☐ Other(Please specify) _____

Part II: Satisfaction with PAG.

Topic	Level of Satisfaction				
	Extremely Satisfied	Satisfied	Neutral	Unsatisfied	Extremely Unsatisfied
Physical Environment					
1. The machine is easy to use.					
2. The machine is not too heavy.					
3. The machine is clean.					
Price					
4. The rental cost (200 baht) is appropriate.					
Product (contents)					
5. The description is not too long.					
6. The pronunciation of the description is clear.					
7. The unfamiliar words are well explained.					
8. Your native language is available.					
9. The map is easy to understand.					
Place					
10. The rental booth is noticeable.					
People					
11. The staff at the booth are friendly.					

Topic	Level of Satisfaction				
	Extremely Satisfied	Satisfied	Neutral	Unsatisfied	Extremely Unsatisfied
12. The staff's explanation about the terms and conditions is clear.					
Process					
13. The rental duration (2 hours) is appropriate.					
14. The service is one-stop service (there is no need to contact many members of staff).					
15. The number of the machines is enough (there is no need to wait).					

Part III: Other suggestions

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