



Master of Business Administration
Faculty of Commerce and Accountancy
Thammasat University

I. Characteristic

1. Where are you from?

- ☐ 1) China ☐ 2) Japan ☐ 3) Korea ☐ 4) Taiwan
☐ 5) United Kingdom ☐ 6) United States ☐ 7) Other-please identify_____

2. How many people are in your group (include yourself) ? (____ persons)

Please identify your group

2.1 Sex

- ☐ 1) Male(____ persons) ☐ 2) Female(____ persons)

2.2 Age

- ☐ 1) Age < 25 (____ persons) ☐ 2) Age 25 – 34 (____ persons)
☐ 3) Age 35 – 44 (____ persons) ☐ 4) Age 45 - 54 (____ persons)
☐ 5) Age 55 – 64 (____ persons) ☐ 6) Age 65 and over (____ persons)

2.3 Relation

- ☐ 1) Family ☐ 2) Spouse ☐ 3) Boyfriend/girlfriend
☐ 4) Colleague ☐ 5) Friends ☐ 6) Other_____

3. How long will you stay in Thailand?

- ☐ 1) 1 day ☐ 2) 2 – 4 days ☐ 3) 5 – 7 days
☐ 4) 8 – 10 days ☐ 5) 11 – 15 days ☐ 6) More than 15 days

4. Which places do you plan to visit in Thailand?

- ☐ 1) Bangkok ☐ 2) Pattaya ☐ 3) Chaing Mai ☐ 4) Phuket
☐ 5) Samui ☐ 6) Krabi ☐ 5) Ayudthaya
☐ 6) Other-please identify_____

5. What group of room rate you reserved for this trip? (rate/night)

- ☐ 1) less than 500 Bath (~15 USD) ☐ 2) 500-1,000 Bath (~15 - 30 USD)
☐ 3) 1,001 – 1,500 Bath (~30 - 45 USD) ☐ 4) 1,501 -2,500 Bath (~45 - 75 USD)
☐ 5) More than 2,500 Bath (~75 USD)

6. How much do you plan to spend for this trip? (Per person per day) ** Excluded hotel and air ticket **

- ☐ 1) Less than 1,000 Bath (~30 USD) (Per person per day)
☐ 2) 1,001 – 2,000 Bath (~30 – 60 USD) (Per person per day)
☐ 3) 2,001 – 3,000 Bath (~60 – 90 USD) (Per person per day)
☐ 4) 3,001 – 4,000 Bath (~90 – 120 USD) (Per person per day)
☐ 5) 4,001 – 5,000 Bath (~120 – 150 USD) (Per person per day)
☐ 6) More than 5,000 Bath (~150 USD) (Per person per day)

II. Trip Planning Behavior

7. Do you come to Thailand as

- ☐ 1) Group Tour (inclusive of package of Air ticket + Hotel + Transportation + Activity + Meal + Guide); Why _____ (go to No. 14)
☐ 2) Non-group tour: Why _____

8. Did you plan your trip before you arrive in Thailand?

- ☐ 1) Yes, I have planned my travel programs before I arrive in Thailand.
☐ 2) No.

9. Please identify how you arrange your trip...

	Package A	Package B	Package C	Package D	N/a
Air Ticket	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hotel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Airport Transfer (between Airport and Hotel)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Car Rental	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other Transportation _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Activities e.g. city tour, sightseeing etc.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ticket Pass	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Guide	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Meals	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

10. Please identify how you reserve for hotels, car rental and activities in Thailand?

	Online reservation	Travel agent's office	Others Pls identify	Walk-in (no reservation)
Hotel	<input type="checkbox"/> Book directly from Hotel website <input type="checkbox"/> Book through a seller of travel website e.g. expedia.com, hotels.com, priceline.com <input type="checkbox"/> Book through a travel agent website <input type="checkbox"/> Other _____ website:.....	<input type="checkbox"/> Book from travel agent office in your country <input type="checkbox"/> Book from travel agent's office in Thailand	<input type="checkbox"/> _____ _____ _____ _____	<input type="checkbox"/>
Why you choose such channel: _____ _____				
Car Rental	<input type="checkbox"/> Book directly from website of car rental provider <input type="checkbox"/> Book through a seller of travel website e.g. expedia.com, hotels.com, priceline.com website:.....	<input type="checkbox"/> Book from travel agent office in your country <input type="checkbox"/> Book from travel agent's office in Thailand	<input type="checkbox"/> _____ _____ _____ _____	<input type="checkbox"/>
Why you choose such channel: _____ _____				
Activities e.g. city tour, sightseeing etc.	<input type="checkbox"/> Book directly from website of service provider <input type="checkbox"/> Book through a seller of travel website e.g. expedia.com, hotels.com, priceline.com <input type="checkbox"/> Book through travel agent's website website:.....	<input type="checkbox"/> Book from travel agent office in your country <input type="checkbox"/> Book from travel agent's office in Thailand	<input type="checkbox"/> _____ _____ _____ _____	<input type="checkbox"/>
Why you choose such channel: _____ _____				

11. Are there any other service that you book before visiting Thailand?

☐ Yes, What kind of service? _____

How do you reserve such service?

☐ Online reservation; Website _____

☐ Offline reservation e.g. office

Why do you use such channel? _____

12. How do you travel in Thailand?

Transportation in a province	Transportation to other province
<input type="checkbox"/> 1) Tour bus <input type="checkbox"/> 2) Taxi <input type="checkbox"/> 3) Tuk Tuk <input type="checkbox"/> 4) Car rental <input type="checkbox"/> 4.1) with chauffer <input type="checkbox"/> 4.2) self drive <input type="checkbox"/> 5) Public Transportation <input type="checkbox"/> 6) Other _____	<input type="checkbox"/> 1) Airplane <input type="checkbox"/> 2) Tour bus <input type="checkbox"/> 3) Taxi <input type="checkbox"/> 4) Car rental <input type="checkbox"/> 4.1) with chauffer <input type="checkbox"/> 4.2) self drive <input type="checkbox"/> 5) Public Transportation <input type="checkbox"/> 5.1) Train <input type="checkbox"/> 5.2) Public bus <input type="checkbox"/> 6) Other _____

13. Why do you choose/not choose car rental as your mode of transportation?

14. How much do you plan to spend for transportation in Thailand? (Per group per day)

- ☐ 1) Less than 500 Baht per group per day (~15 USD)
☐ 2) 501 – 1,000 Baht per group per day (~15 - 30 USD)
☐ 3) 1,001 – 1,500 Baht per group per day (~30 - 45 USD)
☐ 4) 1,501 – 2,000 Baht per group per day (~45 - 60 USD)
☐ 5) 2,001 – 2,500 Baht per group per day (~60 - 75 USD)
☐ 6) 2,501 – 3,000 Baht per group per day (~75 - 90 USD)
☐ 7) 3,001 – 3,500 Baht per group per day (~90 - 105 USD)
☐ 8) 3,501 – 4,000 Baht per group per day (~105 - 120 USD)
☐ 9) More than 4,000 Baht per group per day (~120 USD)

15. What type of problem do you face during you visit in Thailand?

III. Opinion about Customize Tour

We will establish new business name “i-Guide”. We are doing market research about business of professional transportation we will provide private customize trip + trip advisory service to help you customize your trip and bring you everywhere that you want

16. Which kind of service are you interested in? (Can select more than one)

16.1) Web based trip planning service by expert trip advisor	<input type="checkbox"/> Yes.	<input type="checkbox"/> No.	Why_____
16.2) 24-hour hotline trip assistant who can help you during you stay in	<input type="checkbox"/> Yes.	<input type="checkbox"/> No.	Why_____
16.3) transportation + English speaking driver	<input type="checkbox"/> Yes.	<input type="checkbox"/> No.	Why_____
16.4) Private guide	<input type="checkbox"/> Yes.	<input type="checkbox"/> No.	Why_____
16.5) PDA with tourist information	<input type="checkbox"/> Yes.	<input type="checkbox"/> No.	Why_____
16.6) Detail map	<input type="checkbox"/> Yes.	<input type="checkbox"/> No.	Why_____
16.7) Hotel reservation	<input type="checkbox"/> Yes.	<input type="checkbox"/> No.	Why_____
16.8) Ticket reservation	<input type="checkbox"/> Yes.	<input type="checkbox"/> No.	Why_____
16.9) Local mobile phone	<input type="checkbox"/> Yes.	<input type="checkbox"/> No.	Why_____

17.

Planning	Traveling
<ul style="list-style-type: none"> - Web based trip planning service - Trip advisor who can advice interesting places for you 	<ul style="list-style-type: none"> - Transportation - Hi-light point (Must see) / nice view for photo - 24-hour hotline trip assistant who can help you during you stay in Thailand

Based on the above basic packages of private customized trip as follow, if we charge at 4,000 Baht (~120 USD) per day per group of maximum 7 people (service by van), would you like to purchase our service for your next trip to Thailand?

☐ 1) Yes

☐ 2) No

18. What is your opinion about our price for basic package (4,000Baht (~120 USD) per day per group)?

☐ 1) Reasonable price

☐ 2) too expensive; Please suggest how much should we charge_____ Baht per day per group

☐ 3) too cheap; Please suggest how much should we charge_____ Baht per day per group

19. If we provide an expert guide and charge additional price of 4,000 Baht (~120 USD) per day per group, would you like to purchase our additional service for your next trip to Thailand?

☐ 1) Yes

☐ 2) No

20. What is your opinion about our price for an expert guide (4,000Baht (~120 USD) per day per group)?

☐ 1) Reasonable price

☐ 2) too expensive; Please suggest how much should we charge_____ Baht per day per group

☐ 3) too cheap; Please suggest how much should we charge_____ Baht per day per group

21. If we provide PDA and charge additional price of 700 Baht (~20 USD) per day per group, would you like to purchase our additional service for your next trip to Thailand?

☐ 1) Yes

☐ 2) No

22. What is your opinion about our price for PDA (700Baht (~20 USD) per day per group)?

☐ 1) Reasonable price

☐ 2) too expensive; Please suggest how much should we charge_____ Baht per day per group

☐ 3) too cheap; Please suggest how much should we charge_____ Baht per day per group

23. To contact us, what kind of contact point do you prefer?

☐ 1) Internet

☐ 2) Call center

☐ 3) Shop front (Booth)

☐ 4) Other-please identify_____

24. What type of promotion do you prefer?

☐ 1) Discount coupon

☐ 2) Mileage Reward

☐ 3) Friends get friend program

☐ 4) E-Newsletter

☐ 5) Special price package offered during low season

☐ 6) Member subscription & Loyalty program

☐ 7) Other-please identify_____

25. Have you ever heard about this kind of service (private customized trip) before? Please specify

26. Do you have any other services in your mind that you would like us to provide?

Thank you for your information