

## Questionnaire

This questionnaire is aimed at finding out Foreign Tourists' Impressions toward Visiting Thailand. This survey is part of a research as a partial fulfillment of the requirements for Master of Arts in English for Careers by the Language Institute, Thammasat University.

**Directions:** With the following questions, please mark ‘X’ in the space provided to answer the questions.

1. Gender:      (     ) Male                                  (     ) Female
2. Age:
- (     ) 15 - 24 years old.                                  (     ) 25 - 34 years old.
- (     ) 35 - 44 years old.                                  (     ) 45 - 54 years old.
- (     ) 55 - 64 years old                                  (     ) 65 years old and above
3. Education Level
- (     ) Lower than Bachelor's degree
- (     ) Bachelor's degree
- (     ) Higher than Bachelor's degree
4. Occupation
- (     ) Government official                                  (     ) Private company employee
- (     ) Self-employed                                  (     ) Retired
- (     ) Housewife                                  (     ) Student
- (     ) Others (please specify) .....

## 5. Annual Income Before Tax

- (     ) Less than 20,000 \$US  
 (     ) 20,001 – 50,000 \$US  
 (     ) More than 50,001 \$US

## 6. Country of Residence (please specify) .....

## 7. What is the main purpose of your visit to Thailand?

- (     ) Holiday  
 (     ) Business  
 (     ) Convention / conference / exhibition  
 (     ) Official  
 (     ) Other (please specify) .....

## 8. With whom are you travelling?

- (     ) Alone (     ) With spouse  
 (     ) With family (     ) With relatives  
 (     ) With friends (     ) On package / group tour  
 (     ) Other (please specify) .....

## 9. Is this your first visit to Thailand?

- (     ) Yes.  
 (     ) No. This is (please specify the number).....visit to Thailand.

## 10. Number of days that you intend to stay in Thailand (please specify).....days.

## **Part 2: General Impression of Foreign Tourists toward Visiting Thailand**

**Instruction:** Please mark 'X' in the box which best represents your opinion about each statement.

<b>Items</b>	<b>Strongly Agree</b>	<b>Agree</b>	<b>Undecided</b>	<b>Disagree</b>	<b>Strongly Disagree</b>
<b>1. Before coming to Thailand, which of the following items have motivated you to come to Thailand?</b>					
1.1) Thai Culture / tradition					
1.2) Archeological, historical, cultural sites					
1.3) Natural attraction e.g. climate, scenic beauty, beaches and marine areas					
1.4) Agricultural heritage e.g. rice farms, fields of tropical fruits / flowers					
1.5) Accessibility to the neighborhoods countries (Laos, Cambodia, Myanmar, Vietnam)					
1.6) Public safety / political stability					
1.7) Thai cuisine					
1.8) Shopping / souvenirs					
1.9) Recreation and sports					
1.10) Entertainment / night life					
1.11) Destination travel costs					
1.12) Attractive accommodation					
1.13) Tourist facilities / service					
1.14) Special event / festival e.g. Songkran Day, Loy Krathong Day, Naga Fireball					
1.15) Other (please specify).....					

**Instruction:** Please mark 'X' in the box which best represents your opinion about each statement.

Items	Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree
<b>2. During your stay in Thailand, what is your impression toward the following items?</b>					
2.1) Thai Culture / tradition					
2.2) Archeological, historical, cultural sites					
2.3) Natural attraction					
2.4) Agricultural heritage					
2.5) Gateway to neighborhood countries of Thailand					
2.6) Public safety / political stability					
2.7) Thai cuisine					
2.8) Shopping / souvenirs					
2.9) Recreation and sports					
2.10) Entertainment / night life					
2.11) Destination travel costs					
2.12) Attractive accommodation					
2.13) Tourist facilities / service					
2.14) Special event / festival					
2.15) Other (please specify).....					

**Instruction:** Please mark 'X' in the box which best represents your opinion about each statement.

<b>Items</b>	<b>Opportunities to experience</b>	<b>Strongly Agree</b>	<b>Agree</b>	<b>Undecided</b>	<b>Disagree</b>	<b>Strongly Disagree</b>
<p><b>3. During your stay in Thailand, do you have opportunities to experience any of the following items?</b></p> <p><b>If yes, how much do you agree that they are up to your expectation? Please give a rating according to your opinion.</b></p>						
3.1) Thai performance e.g. Thai dance	Yes / No					
3.2) Buddhist temples	Yes / No					
3.3) Thai music	Yes / No					
3.4) Thai arts and handicrafts	Yes / No					
3.5) Thai sports	Yes / No					
3.6) Cultural festivals	Yes / No					
3.7) Religious ceremonies	Yes / No					
3.8) Friendliness of Thai people / Thai hospitality	Yes / No					

### **Part 3: Problems and Inconveniences Encountered by Foreigners**

**Directions:** Please answer the following questions.

1. What problems or inconveniences did you encounter during your stay in Thailand?  
Please specify problems / inconveniences. What are solutions or suggestions you would recommend?

<b>Problems / Inconveniences</b>	<b>Solutions / Suggestions</b>
<b>1) Language</b>	<b>1)</b>
<b>2) Transportation</b>	<b>2)</b>
<b>3) Unreasonable prices</b>	<b>3)</b>
<b>4) Low quality product</b>	<b>4)</b>
<b>5)</b>	<b>5)</b>
<b>6)</b>	<b>6)</b>
<b>7)</b>	<b>7)</b>

2. What comes first into your mind when you think about Thailand?

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3. What is the difference between your feelings toward Thailand before and after visiting the country?

(     ) Better                      (     ) Worse                      (     ) Feel the same

4. Would you come to Thailand again?

(     ) Yes                      (     ) No                      (     ) Not certain

**Please give reasons**

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*Thank you for your time in filling in this questionnaire*