

## ภาคผนวก 8 แบบสอบถาม ภาคใต้ ภาษาอังกฤษ

### Questionnaire

1. The questionnaire is a part of Thai Local Textiles Adaptive Using Guidelines for Thai and Foreign Tourists in MICE Business under Adaptive Using Local Textiles Guidelines for Creative Cultural Heritage Tourism Development, is supporting funded by National Research Council of Thailand 2011
2. The 7 parts of questionnaire are as follows
  - 2.1 General information of the participants
  - 2.2 Buying decision of local textile
  - 2.3 Influenced factors buying decision
  - 2.4 Existing local textile design Satisfactions
  - 2.5 New designed local textile Satisfactions
  - 2.6 Sequencing of MICE tourists' perceptions towards usefulness and attractiveness
  - 2.7 Recommendation

The information will be kept in secret and will be used for academic analysis in overall research approach only, not individual.

**Explanation** Please put an ✓ in one box on each point

#### Part 1 General information of participants

##### 1. Sex

- Male                       Female

##### 2. Age

- 15-19 years old     20-24 years old     25-29 years old  
 30-34 years old     35-39 years old     40-44 years old  
 45-49 years old     50-54 years old     55-59 years old  
 60-64 years old     more than 65 years old

##### 3. Nationality (Please indicate your Nationality in ...)

<input type="checkbox"/> Europe .....	<input type="checkbox"/> Asia and the Pacific .....
<input type="checkbox"/> Americas .....	<input type="checkbox"/> Africa .....
<input type="checkbox"/> Middle East .....	

## 4. Marital Status

- Single                       Married                       Divorced

## 5. Educational Background

- Undergraduate       Bachelor                       Master       Doctor

## 6. Occupation

- Government officer                       Government employee  
 Temporary/ permanent Government employee       State enterprise officer  
 Private officer       Business owner       Student  
 Other (Please specify).....

## 7. Average income per month (include primary and unearned income)

- No income                       Lower than 15,000 Bath/month  
 15,001 - 20,000 Bath/month       20,001 - 25,000 Bath/month  
 25,001 - 30,000 Bath/month       30,001 - 35,000 Bath/month  
 35,001 - 40,000 Bath/month       More than 40,000 Bath/month

## 8. Do you have your accommodation in Muang district of Khon Kaen province currently?

- Yes                       No

## 9. What kind of the meeting you have joined?

- Meeting (please specify the name of your meeting)  


---
- Incentive meeting (please specify the name of your meeting)  


---
- Conference or annual meeting (please specify the name of your meeting)  


---
- Exhibition (please specify the name of your meeting)  


---

**Part 2 Local Textile Buying Decision (Please select only one choice)**

1	Main Purposes of buying	<input type="checkbox"/>	Gift	<input type="checkbox"/>	Souvenir	<input type="checkbox"/>	For yourself				
2	Period of buying	<input type="checkbox"/>	Festival	<input type="checkbox"/>	Special day of receiver						
3	How to buy	<input type="checkbox"/>	Ordering	<input type="checkbox"/>	Ready-made						
4	Design	<input type="checkbox"/>	Classic	<input type="checkbox"/>	Stylish						
5	Tone	<input type="checkbox"/>	Base	<input type="checkbox"/>	Colorful	<input type="checkbox"/>	Soft	<input type="checkbox"/>	Dark		
6	Shopping area	<input type="checkbox"/>	Mall	<input type="checkbox"/>	Source of production	<input type="checkbox"/>	Direct sales				
7	How to buy	<input type="checkbox"/>	Yourself	<input type="checkbox"/>	Leave with someone	<input type="checkbox"/>	Website	<input type="checkbox"/>	Catalogue		
8	Buy for	<input type="checkbox"/>	Yourself	<input type="checkbox"/>	Family	<input type="checkbox"/>	Friend (s)	<input type="checkbox"/>	Lover		
9	Buying occasion	<input type="checkbox"/>	Occasionally	<input type="checkbox"/>	Immediately if like	<input type="checkbox"/>	Discount	<input type="checkbox"/>	Social influence		
10	Frequency of buying	<input type="checkbox"/>	Rarely	<input type="checkbox"/>	2-3 times per a year	<input type="checkbox"/>	Only one time per a year	<input type="checkbox"/>	One time for years	<input type="checkbox"/>	Every Month
11	Reason of being a part of your	<input type="checkbox"/>	Someone give it to you	<input type="checkbox"/>	Like it personally	<input type="checkbox"/>	Organization policy				

	clothes								
12	If you don't like it, why?	<input type="checkbox"/>	Price	<input type="checkbox"/>	Hard to take care of	<input type="checkbox"/>	Aged	<input type="checkbox"/>	Not fit in with your personality

### Part 3 Influenced Factor Buying Decision

No.	Influenced Factor Buying Decision			Important Rate				
	Factor		Topic	Least	Less	Neutral	More	Most
1	Product	1.1	Textile					
		1.2	Color					
		1.3	Design					
		1.4	Source of Production					
	Recommendation							
2	Needed qualities	2.1	Durable					
		2.2	Unfading					
		2.3	Ironing easily					
		2.4	Washing easily					
	Recommendation							
3	Threads' mixtures (interesting?)	3.1	Local textile					
		3.2	Local textile with					

			synthetic fabrics					
	Recommendation							
4	Price	4.1	High					
		4.2	Medium					
		4.3	Low					
	Recommendation							
5	Place	5.1	Exhibition					
		5.2	Specific shop					
		5.3	Ordinary shop					
	Recommendation							
6	Capacity of production resource	6.1	Have both: ready-made and non ready-made					
		6.2	Textile knowledge of salesperson					
		6.3	Have many kinds of textile, not only local					
	Recommendation							
7	Promotion	7.1	Guarantee or refund if customer is dissatisfied					
		7.2	Special discount					
		7.3	Public Relation					
	Recommendation							
8	Media	8.1	News paper					
		8.2	Magazine					

	8.3	Television					
	8.4	Radio					
	8.5	Advertising Vinyl					
	8.6	Website					
	8.7	Social network					
	Recommendation						

#### Part 4 Existing Local Textile Satisfaction

##### Existing Program 1 Day Trip

Time	Activities
8.30	Breakfast, Tea, Coffee – mountain landscape atmosphere, visiting Lace Handmade.
9.30	Visit more than 300 years of Wat Khiriwong, and old monastery, which was flooding in 1988.
10.00	Southern vernacular style house, flooded in 1988.
10.30	Herbs Community Group, product of mangoesteen soap, and garden.
11.00	Waterfall Nan Hin Ta Ha, free time, and local lunch style.
13.00	Mixed garden, fish watching on the mountain.

15.00	Southern vernacular style house, flooded in 1988.
15.30	Visiting natural tie dye cloth group.
16.00	Shopping at Bann Khiriwong product center.
16.30	Photo along the Bann Khiriwong Bridge.
17.00	Back home.

## Existing program 2 Days 1 Night

## Day 1

Time	Activities
8.30	Breakfast, Tea, Coffee – mountain landscape atmosphere, visiting Lace Handmade.
9.30	Visit more than 300 years of Wat Khiriwong, and old monastery, which was flooding in 1988.
10.00	Southern vernacular style house, flooded in 1988.
10.30	Herbs Community Group, product of mangosteen soap, and garden.
11.00	Waterfall Nan Hin Ta Ha, free time, and local lunch style.
13.00	Mixed garden, fish watching on the mountain.
14.00	Take a rest at the small southern hut style.
15.00	Break, free time, play the waterfall.
17.00	Dinner, southern region style.
19.00	Good Night.

## Day 2

Time	Activities
6.00	Fresh air, watching the dawn.
7.00	Breakfast.
9.00	Southern vernacular style house, flooded in 1988.
10.30	Visiting candle, batik (written candle cloth) from the natural colour.
11.30	Trekking at Wang Mai Puk Waterfall.
12.30	Lunch at Wang Mai Puk Waterfall.
14.00	Visiting natural tie dye group.
14.30	Shopping at Khiriwong product center.
15.00	Take a photo at the Bann Khiriwong Bridge.

15.30

Back home.

## Before Website



Existing Logo



No.	Satisfaction rate		Topic	Classic Design				
				Satisfaction Rate				
				Worst	Less	Neutral	More	Most
1	Structure	1.1	Making easily					
		1.2	Transporting easily					
		1.3	Bring home easily					
		1.4	New design					
		1.5	Spending short time in production					
	Recommendation							
2	Value of art and glamor	2.1	Delicate					
		2.2	Beautiful shape					
		2.3	Appropriate color					
		2.4	The designs reflect path of local life.					
		2.5	Products refer to province's identity.					
		2.6	Products attract tourists.					
	Recommendation							
3	Usefulness	3.1	Products' usability has more than one.					
		3.2	Products' size are portable					
		3.3	Products' weight are portable					
	Recommendation							

## Part 5 New Designed Local Textile Satisfaction

New program

Day 1

Time	Activities
08.30	Take a rest at Homestay Mae Sanit.
09.00	Local Breakfast.
09.30	Visiting the information center, video, to know the community. And orientation as a tourist.
10.00	- Visit more than 300 years of Wat Khiriwong, and old monastery, which was mud flooding in 1988, existing the monuments from 1988. - watching the old wooden ship, made from the log, named North ship.
10.30	-study the history of natural tie dye color, pattern, local wisdom of the natural tie dye group. - Workshop (color, tie dye cloth) natural tie dye group.
11.45	= visiting the southern vernacular houses, described the long history of Khiriwong Community.
12.00	Local lunch at Krua Nan Hin.
13.00	Play the Nan Hin Waterfall, take a photo & rest.
15.00	Visit the herbal group, adapt the local ingredients with the wisdom as a medicine, certified the pharmacie.
16.00	Candle group, produce the natural batik.
18.00	Watch the sunset, named the Switzerland Thailand at Khiriwong Bridge.
19.00	Local dinner and take a rest.

Day 2

Time	Activities
06.00	Make a Buddhist merit, wonderful atmosphere.
07.00	Local breakfast.
08.00	- Walking along the fruit garden, study the concept of mix garden, bring

	<p>the fruits, the technic to completed process of growth.</p> <ul style="list-style-type: none"> <li>- watch the fish, the mountain, and fresh air.</li> </ul>
11.30	<ul style="list-style-type: none"> <li>- beautiful and cold river from the Luang Mountain.</li> <li>- Lunch at Wang Mai Puk Waterfall.</li> </ul>
12.30	<ul style="list-style-type: none"> <li>- Visit the leave group, listen the concept of tie dye wisdom of new generation, the efficiency economy, and the product development to the international level.</li> </ul>
13.00	<ul style="list-style-type: none"> <li>- Visit the lace group, rope knitting with the lace and natural embroidery Handmade.</li> <li>- Workshop.</li> </ul>
14.00	Watching the creative tie dye from your workshop at the natural tie dye group.
14.45	Buying the local souvenirs at the souvenir exhibition centre, Khiriwong Community.

## Day 3

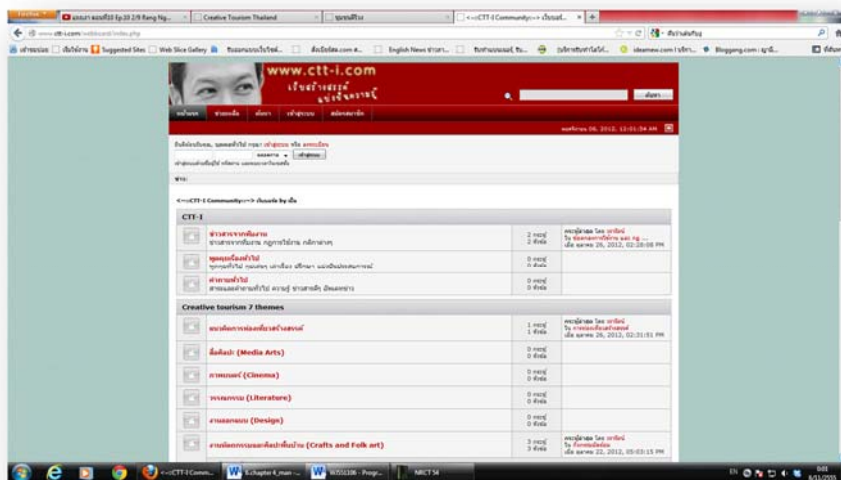
Time	Activities
08.30	Back to your accommodation for pack your stuff, take a rest at Khanam Nai Lek Homestay.
09.00	Local breakfast at Khiriwong Community.
09.30	Visit the tourists Centre, watch the orientation video to knowing the community and practice as a tourist.
10.00	<ul style="list-style-type: none"> <li>- Visit Wat Khiriwong, 300 years, mud flooding, existing the monastery from 1988.</li> <li>- Watch the ancient ship, made from log, called North Ship (Ruea Nua).</li> </ul>
10.30	<ul style="list-style-type: none"> <li>- Study the tie dye technique, colour production process, pattern, and the local wisdeom at the tie dye group.</li> <li>- Tie Dye Workshop.</li> </ul>
11.45	- Visiting the history, ancient southern style houses, described the long history of the community.
12.00	Local lunch at Krua Nan Hin.
13.00	- Visit Nan Hin Waterfall, take a photo, and take a rest.

15.00	- Visit the herbal group, adapt the local ingredients to be the medicine, certified the pharmacie.
16.00	Visiting the candle pattern group, produce the natural batik.
18.00	Watching the sunset, Switzerland of Thailand at the Khiriwong Bridge.
19.00	Local dinner, and take a rest.
21.00	Scratching the rubber, a way of local life (optional).

New website



webboard



New Logo



No.	Satisfaction rate		Topic	New Designed				
				Satisfaction Rate				
				Worst	Less	Neutral	More	Most
1	Structure	1.1	Making easily					
		1.2	Transporting easily					
		1.3	Bring home easily					

		1.4	New design					
		1.5	Spending short time in production					
	Recommendation							
2	Value of art and glamour	2.1	Delicate					
		2.2	Beautiful shape					
		2.3	Appropriate color					
		2.4	The designs reflect path of local life.					
		2.5	Products refer to province's identity.					
		2.6	Products attract tourists.					
	Recommendation							
3	Usefulness	3.1	Products' usability has more than one.					
		3.2	Products' size are portable					
		3.3	Products' weight are portable					
	Recommendation							

**Part 6** Please ranking the sequence number of these items: No. 1 is the most important and 3 is the least important.

- Shop Display
- Tag Design
- Website

**Part 7** Other Recommendations

.....

.....

.....