

ภาคผนวก ข

แบบสอบถามนักท่องเที่ยวชาวต่างชาติ

SURVEY

Marketing research and consumer behavior analysis in wellness tourism, based at Active Beach

(Chonburi, Rayong, Chanthaburi, Trat) for new potential markets

Part 1 Demographic of respondents

Please or add 1 message that is the most realistic.

Travelers that travel to and use health promotion programs / activities in any province.

(Choose 1 answer only)

- () Chonburi province (Pattaya) () Rayong province
() Chanthaburi province () Trat province

1. Gender

- () Male () Female

2. Age

- () > 15 yrs. () 15-24 yrs. () 25-34 yrs.
() 35-44 yrs. () 45-59 yrs. () <60 yrs.

3. Education

- () Under graduated () Bachelor's degree () Master's degree
() Ph.D. () Other

4. Occupation

- () Student () Work in company () Business owner
() Government officer () Housewife () Other

5. Income per month

- () less than 15,000 Baht () 15,001-20,000 Baht () 20,001-25,000 Baht
() 25,001-30,000 Baht () 30,001-35,000 Baht () 35,001-40,000 Baht
() more than 40,000 Baht () Other

6. Frequency of traveling and using wellness tourism programs / activities
 1 time 2-3 times more than 3 times Other
7. People traveling to use wellness tourism programs / activities
 Travel alone Travel with organization Travel with family
 Travel with travel agency Travel with friends
8. The purpose of using the wellness tourism activities that you need most. (Choose 1 answer only)
 Relax Beauty To improve health
 To develop the mind, peace and relaxation Other
9. Online media channels that receive news about wellness tourism activities (Choose 1 answer only)
 Facebook Twitter Instagram Line Other
10. Channels for Offline media types that you receive news about health tourism activities (Choose 1 answer only)
 TV Radio Brochures
 Newspapers Journals Events in exhibitions
 Friends Other

Part 2: Interest in the form of health tourism activities

Activities in wellness tourism	Level of interest				
	Strongly Agree	Agree	Average	Disagree	Strongly Disagree
1. Thai massage					
2. Face massage					
3. Sauna/Herbal Sauna					
4. Spa					
5. Foot massage					
6. Mineral water baths					
7. Yoga					
8. Meditation					
9. Health food					

Part 3 Marketing Factors of Wellness tourism Programs/Activities

Marketing factors affecting the use of services Health Promotion Programs / Activities	Level of comment				
	Strongly Agree	Agree	Average	Disagree	Strongly Disagree
Product					
1. There are various wellness tourism programs/activities.					
2. Wellness tourism programs/activities using local herbs.					
3. Wellness tourism programs/activities are novel.					
Price					
4. The price of wellness tourism programs/activities affects the decision to use the service.					
5. Wellness tourism programs/activities with many users who determine the price.					
6. The price of health promotion programs/activities is appropriate with time and the quality of the program					
Place					
7. The place is in an easily accessible location.					
8. It is convenient to receive information such as placing brochures in the room or inquiries to employees.					

Marketing factors affecting the use of services Health Promotion Programs / Activities	Level of comment				
	Strongly Agree	Agree	Average	Disagree	Strongly Disagree
9. There is a presentation of health tourism activities through various communication channels such as providing information via telephone, website, line					
Promotion					
10. There are promotional offers to customers at special prices.					
11. Special health promotion activities are organized according to the season.					
12. Publicity send to old and new customers regularly for information					
People					
13. Good human relations staff, cleanly dressed and able to answer customer inquiries.					
14. Employees or program administrators in wellness tourism activities are professionally trained.					
15. Employees can communicate with foreign customers.					
Process					
16. Services are quick and convenient.					
17. There is a clear description of health promotion programs /activities.					
18. There are various payment channels.					

Marketing factors affecting the use of services Health Promotion Programs / Activities	Level of comment				
	Strongly Agree	Agree	Average	Disagree	Strongly Disagree
Physical evident					
19. Have equipment and facilities that are clean and safe.					
20. There is a clear division of service areas.					
21. The decoration is appropriate for the services/activities.					

Part 4 The potential and readiness of the province for promoting health tourism (5As)

Potential and availability of wellness tourism	Level of comment				
	Strongly Agree	Agree	Average	Disagree	Strongly Disagree
1. Tourist attractions in the province have an atmosphere and potential for development in wellness tourism activities					
2. Convenient to travel to tourist attractions influencing the decision to choose to use wellness tourism services					
3. Travelers are interested in tourist attractions with activity services					
4. Inside the tourist attraction, there are sales of health-oriented products to tourists.					
5. Wellness tourism destinations with full facilities					

Part 5 Achievement of wellness tourism management

Achievement of health tourism management groups at Active Beach (Chon Buri, Rayong, Chanthaburi, Trat)	Level of comment				
	Strongly Agree	Agree	Average	Disagree	Strongly Disagree
1. Have a good image of group wellness tourism at Active Beach (Chon Buri, Rayong, Chanthaburi, Trat)					
2. Travelers have a good attitude towards health tourism at Active Beach (Chon Buri, Rayong, Chanthaburi, Trat)					
3. Tourists are satisfied with the wellness tourism at Active Beach (Chon Buri, Rayong, Chanthaburi, Trat)					
4. Travelers want to tell othes about wellness tourism at Active Beach (Chon Buri, Rayong, Chanthaburi, Trat)					
5. Wellness tourism development will help Chonburi Province, Rayong, Chanthaburi, Trat to have more tourists who buy more					
6. The government sector should promote and support wellness tourism development in every province					
7. Chonburi, Rayong, Chanthaburi, Trat can upgrade to be a city of world-class health tourism (Wellness Tourism Destination)					

Part 6 Suggestions for Health Promotion Tourism Development (Chonburi, Rayong, Chanthaburi, Trat)

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