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Questionnaire

The development of innovation for wellness tourism product to promote
Chanthaburi and Trat provinces to become hub of wellness tourism in
(Southern Economic Corridor: SEC)

Instruction: Please fill ✓ in the blank

Section 1: General Profile of Tourists

What is your nationality

1. Gender

Male Female

2. Age

< 20 years 20 - 40 years 41 - 60 years > 60 years

3. Education

Less than secondary Secondary/ Vocational certificate

Bachelor degree Master degree or higher

4. Occupation

Student Private sector employee

Business owner Civil servants

Other please specify.....

5. What is your yearly income?

Less than 12,000 USD/year 12,001 -36,000 USD/year

36,001-45,000 USD/year 45,001-100,000 USD/year

More than 100,000 USD/year

Section 2: Tourism behavior for traveling in Chanthaburi/Trat province

6. How often do you traveling to Chanthaburi/ Trat province in Thailand?

First time 2-3 times >3 times

7. How you plan to traveling to Chanthaburi/ Trat province in Thailand?

Travel agency Plan by yourself (FIT) No Plan

8. You are traveling to Chanthaburi/Trat province in Thailand. Who are you traveling with?

Travelling alone Friends Co-worker Family/relative

9. How long did you stay Chanthaburi/Trat province in Thailand?

One day trip 1 Night 2-5 Night 1 Week Long stay

10. How much the budget that you plan to spend for travelling in Chanthaburi/Trat province per trip ?

Less than 100 USD 100-200 USD 200-300 USD

300-400 USD More than 400 USD

11. How much the budget that you plan to spend for accommodation in Chanthaburi/Trat province per night?

- Less than 50 USD 50-100 USD 100-150 USD
 150-200 USD More than 200 USD

12. How much the budget that you plan to spend for food & beverage in Chanthaburi/Trat province per day?

- Less than 50 USD 50-100 USD 100-150 USD
 150-200 USD More than 200 USD

13. How much the budget that you plan to spend for buy the souvenir in Chanthaburi/Trat province per trip?

- Less than 50 USD 50-100 USD 100-150 USD
 150-200 USD More than 200 USD

Section 3: Wellness tourism behavior

14. What kind of wellness activity that you like? (You can choose more than one choice)

- Thai Massage Foot Massage Herbal hot compressing and Sauna
 Spa Facial Massage Mineral bath
 Yoga Spiritual activity Food for a healthy program
 Herbal product

15. What kind of information that you searching for wellness tourism/program

- Travel Magazine Hotel, Resort
 Tourism Authority of Thailand Travel agency
 Hospital Spa
 Television Website, Social media
 Other.....

16. The demand of wellness activity in Chanthaburi/Trat province (You can chose more than one choice)

- Thai Massage Foot Massage Herbal hot compressing and Sauna
 Spa Facial Massage Mineral bath Yoga
 Spiritual activity Food for a healthy program Herbal product

17. What is the expectation of wellness tourism in Chanthaburi/Trat province

- Relax Beauty Health Spiritual

Section 4: Wellness tourism activity in Chanthaburi/Trat province

