

## Tourist behavior in World heritage site:

### Case study of Ayutthaya World Heritage Site and Historic Town of Sukhothai and Associated Historic Towns

#### Part I. Tourist behavior in World heritage site

Instruction. Please mark  at the answer that you prefer in

1. Have you ever visited WHS before?

1. Never                       2. Yes, .....times

2. What travelling type are you for visiting the WHS?

1. Independent traveller                       2. Via the tour company or tour agent

3. Do you have a travel companion?

1. No                       2. Yes, please identify

2.1. Friends.....person                       2.2. Family .....person                       2.3. with tour group.....person

2.4. Colleague.....person                       2.5. Others.....person

4. Trip transportation

	Scheduled bus	Rented car	Own car	Boat	airplane	Others
Arrival						
Departure						
At the destination						

5. Accommodation

1. Hotel                       2. Resort                       3. Bungalow                       4. Home stay  
 5. Friend's house                       6. Relative's house                       7. Others please identify.....

6. When you are at the WHS, which activities did you do? (please tick in the box in front of the activity type) How much did you spend per each activity?

Activities	Expenditure				
	(1)	(2)	(3)	(4)	(5)
	฿0 – ฿500	฿501 – ฿1,000	฿1,001 – ฿1,500	฿1,501 – ฿2,000	฿2,001 or more
<input type="checkbox"/> 1. Dine					
<input type="checkbox"/> 2. Pay respect to Lord Buddha image and meditate					
<input type="checkbox"/> 3. WH site seeing					
<input type="checkbox"/> 4. Watch light and sound performance					
<input type="checkbox"/> 5. Visit museum and exhibition					
<input type="checkbox"/> 6. Study the historical information					
<input type="checkbox"/> 7. Visit the floating market					
<input type="checkbox"/> 8. Ride elephant around the city					
<input type="checkbox"/> 9. Do some shopping					
<input type="checkbox"/> 10. Others, please identify.....					

7. Accommodation cost

- 1. ฿0 - ฿500                       2. ฿501 – ฿1000                       3. ฿1,001 – ฿1,500
- 4. ฿1,501 – ฿2,000                       5. ฿2,001 – ฿2,500                       6. ฿2,501 or more

8. How did you book the accommodation?

- 1. by myself                       2. by phone     3. via internet
- 4. via travel agent                       5. Other, please specify.....

9. How many days did you take for this trip( including the travelling day)

10. where did you get the information about WHS? ( you can answer for more than 1 choice)

- 1. Travel agency                       2. Internet                       3. Print media
- 4. Radio or television     5. Friends/ word of mouth                       6. Other, please specific.....

11. From which source did you buy the activity package in the WHS?

- 1. directly from the owner     2. local travel agent                       3. Bangkok travel agent

12. Do you have any problem in this trip?

- 1. No
- 2. Yes, please specify
  - 2.1 overpriced product and service                       2.2 Crime risk
  - 2.3 Pollution                       2.4 Communication and information proble,
  - 2.5 infrastructure problem                       2.6 transportation problem
  - 2.7 Weather problem                       2.8 Threats from the local merchants

13. Which one should be improved in term of tourism development? ( you can answer more than one)

- 1. Road                       2. sign                       3. Accommodation     4. Transportation such as Scheduled bus
- 5 Promotional document     6. Nature conservation     7. Cleanliness                       8. Tourist attraction environment
- 9. Safety                       10. Host manner                       11. others, please specify.....

14. The comparison of expectation and real perception at WHS

Higher than expectation:.....: .....: .....: .....: .....:    lower

5      4      3      2      1

15. after your visit, what is the level of your satisfaction?

Highly satisfied    :.....: .....: .....: .....: .....:    Strongly unsatisfied.

5      4      3      2      1

16. How do you think about travelling in WHS in term of 'value for money'?

Very worth :.....: .....: .....: .....: .....:    Not worth

5      4      3      2      1

17. How will you get to the WHS (in case you will visit them again in the future)?

Travel statistic increase :.....: .....: .....: .....: .....:    Travel statistic decrease

5      4      3      2      1

18. Will you recommend the others to visit the WHS?

Recommend more    :.....: .....: .....: .....: .....:    Recommend less

5      4      3      2      1

**Part II. Service marketing mix**

**Instruction.** Please mark at ✓ the answer that you prefer in

Marketing mix in World Heritage Site	Level of opinion				
	Very high (5)	High (4)	Medium (3)	Low (2)	Very low (1)
<b>Destination หรือ attraction</b>					
1. outstanding history					
2. The site reflects the history					
3. Civilization evidence					
4. clear signage					
5. Safety for travelling					
<b>Price</b>					
1. Value for money when comparing with other sites					
2. Value for money for accommodation cost					
3. value for money for transportation cost					
4. value for money for activity cost					
5. Convenient way of payment					
<b>Distribution Channel</b>					
1. Easy to access					
2. accessibility					
3. Less time travelling					
4. easy to move around the site by myself					
5. plenty of travel agent					
<b>Promotion</b>					
1. continuous promotion through magazine and television programme					
2. clear and continuous promotion					
3. continuous exhibition in convention centre					
4. proper festival according to the festive season					
5. demonstration of historic way of life					
<b>Partnership</b>					
1. suitable tourist package					
2. participation of public and private organisation					
3. local people participate in tourism process					
4. tourist participate in conservation					
5. local people participate in conservation					

