

มหาวิทยาลัยเชียงใหม่  
Chiang Mai University

ภาคผนวก

### Questionnaire for visitors

This is a questionnaire for independent study that submitted to graduate school in partial fulfillment of the requirements for the degree of master of economics. Please choose the word that correctly answer.

1. Sex

☐ Male

☐ Female

2. Marital Status

☐ Single

☐ Married

☐ Widowed/separated/divorced

3. Level of Education

☐ High school or Lower

☐ Diploma, Certificate

☐ Bachelor degree

☐ Higher Bachelor degree

4. Age..... Years

5. Resident of (country)..... Nationality.....

6. Occupation.....

7. How many days have you set aside for tourism?.....days.

8. How many ASEAN countries have you visited?.....

Which is your favorite.....

9. Length of stay in Pai.....nights

10. Is this your first trip to Pai ?

☐ Yes

☐ No, this is the .....times.

11. Please rank your preference for the following attractions. (1=the most favorite)

☐ Natural attractions (caves, national parks, waterfall, trekking, etc.)

☐ Cultural activities and festivals

☐ Historical, religious places and life style

☐ Others.....

12. What have you heard about Pai that attracted you here?

☐ Natural attractions (caves, national parks, waterfall, trekking, etc.)

☐ Cultural activities and festivals

☐ Historical, religious places and life style

☐ Others.....

13. Are you satisfied with what you have seen?

☐ excellent                      ☐ very satisfactory                      ☐ satisfactory

☐ poor                              ☐ very poor

14. Do you intend to visit Pai again in the next five years?

☐ Yes, .....                              ☐ No, .....

.....

15. Where did you get information about Pai in your country?

☐ TAT office                      ☐ mass media                      ☐ tourist

☐ friends or                      ☐ Guide book                      ☐ others.....

relatives .....

16. You are traveling

☐ alone                              ☐ with family.....persons altogether

☐ in group of .....persons                      ☐ others.....

17. Who proposes the idea of visiting Pai to you?

☐ Your spouse                      ☐ friends or relatives

☐ tourist agency                      ☐ your office

☐ advertisement in magazines                      ☐ others.....

18. Your trip in Pai arranged by

☐ Yourself                              ☐ Your friends                      ☐ Tour agency in Bangkok

☐ Tour agency in                      ☐ Others.....

your country

19. Where did you stay in Pai?

☐ Hotel.....nights

rate.....bahts/night (for.....person)

☐ Guest house.....nights

rate.....bahts/night (for.....person)

☐ Others.....nights

rate.....bahts/night (for.....person)

20. What did you know about tourist safety before you arrived in Pai?

- ☐ very safe                      ☐ safe                      ☐ not so safe  
☐ unsafe                      ☐ don't know

21. What do you feel have reduced the attractiveness of Pai?

- ☐ Infrastructure                      ☐ pollution                      ☐ personal safety  
☐ service                      ☐ Dope (Heroin, ect.)                      ☐ people habit (character)  
☐ AIDS                      ☐ others.(please indicate).....

22. Please indicate the degree of your satisfaction with the following services.

	Excellent	Very good	good	poor	very poor	no comment
Accommodation						
Food						
Public conveniences						
Transportation						
Safety						
Water supply						
Electricity						
Telecommunication (telephone, fax, etc)						
Traffic						

23. Did you know about AIDS infection in Thailand before you came here?

- ☐ Yes                      ☐ No

24. Now that you have visited Thailand, do you think that the AIDS problem in Thailand is serious?

- ☐ Yes                      ☐ not at all  
☐ not so serious                      ☐ don't know

25. Does it (AIDS) affect your decision to come back to Thailand?

- ☐ Yes                      ☐ No

26. Your approximate total expenditures in Pai (excluding transport)

.....bahts/person

\*\*\*\*\**Thank you very much and have a nice day in Pai*\*\*\*\*\*

## ประวัติผู้เขียน

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ประวัติการศึกษา	สำเร็จการศึกษามัธยมศึกษาตอนปลาย โรงเรียนสามัคคี วิทยาคม ปีการศึกษา 2528 สำเร็จการศึกษาระดับปริญญาวิทยาศาสตรบัณฑิต สาขาวิชา เกษตรศาสตร์(เกียรตินิยมอันดับสอง) มหาวิทยาลัยเชียงใหม่ ปีการศึกษา 2532
ประวัติการทำงาน	พ.ศ. 2533-2540 นักวิชาการ บริษัทไฟโอเนีย ไฮ-เบรค (ไทยแลนด์) จำกัด พ.ศ. 2540-ปัจจุบัน พนักงานสินเชื่อ ธนาคารกรุงไทย จำกัด (มหาชน) สาขาปาย