



ภาคผนวก

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แบบสอบถาม

A Study on the Foreign Tourist needs in Ecotourism in Chiang Mai Province

To our valuable Tourists. This Questionnaire is developed to collect the information of Ecotourism in Chiang Mai Province, This Independent Study is an important part for fulfillment of the Master of Business Administration for Executives Chiang Mai University. The information contain in this survey will use only for this study and kept in top secret. Finally, I am would like to say thank you very much in advance for your kind cooperation and response.

Direction: Please marked (✓) in front of your answer.

1. Sex Male Female LGBT
2. Age lower than 20 21-30 31-40 41-50 51 or above
3. Occupation Employee/ Company Officer Business Owner Freelance
 Government/ State Enterprise Officer Student Retirement
 Others (please specify).....
4. Status Single Married Divorced Separated
5. Your country of original.....
6. Your average income.....USD. Per Month

(** Please read the definition of an Ecotourism before answer the following enquiry.)

An Ecotourism is mean to travelling to the Ecotourism destination and/or doing the Ecotourism activities such as Elephant farm, Rafting, Tracking, Visiting the Nation conservation area, Visit folk village, Culture and History. The purpose is for study and also gain more happiness with the beautiful nature environment, social, cultural and villager leaving style. This will based on the knowledge and responsibility to an ecotourism and environment.

7. You're interesting for Ecotourism before in which level?
 High Moderate No interesting
8. Did you have experienced in the Ecotourism in another country before and how often?
 At lease 1 time a year More than 1 time 2-3 times No never
9. Did you ever come to Chiang Mai for Ecotourism before?
 Not yet, this is the first time for this kind of tourist
 Yes, (if answered yes, please specify the frequency) 1 time 2-3 times 4 times
or More

10. What is your Ecotourism activities plan for this trip, Pls. specify your activities plan.

Number 1)Number 2)Number 3).....

11. Average expense budget per day in Chiang Mai..... USD. / Day

12. Who do you travel with?

- Alone Family Friend Group Tour
 others (please specify).....

13. Where do you stay in Chiang Mai?

- Hotel Guest house Resort Home stay Hostel Airbnb
 others (please specify).....

14. How long will you stay in Chiang Mai for this trip?

- 1-2 Days 3 – 4 Days 5 – 6 Days One week or more

15. Who is the most influenced person in making decision to choose Ecotourism activities in Chiang Mai

- Yourself Family Friend others (please specify).....

16. Please do ranking the factor that influenced you to choose Ecotourism activity in Chiang Mai. Pls. marked (✓) in ranking table for each item.

Factor of Ecotourism	Ranking		
	The most	Moderate	Least
1.High safety standard			
2.Cheap in expense			
3.Variety of activities			
4.Good service			
5.Friendliness of people			
6. Beautiful nature attraction			
7. Well know & famous tourist place			
8.Uniqueness tourist place			
9.Convenience of transportation to destination			
10.Culture			
11.Natural preservation			

17. Your opinion about the Ecotourism, how is your weighting on each important factors.

Pls. marked (✓) in ranking table for each item.

Important factors	Ranking				
	Highest	High	Medium	Low	Least
1.activities participation					
2.Tourist place management					
3.Tourist environment					
4.Tourism staff / Guide					
5.Price					

18. Where would you buy Ecotourism activity package.

() Tour operator () Travel agency () Internet () others (please specify).....

19. What kind of Ecotourism activity package do you like to buy?

() Half Day trip () One Day trip () 2 Days 1Nights () 3 Days 2 Night () others (pls. specify).....

20. How do you know an Ecotourism in Chiang Mai? (Can be answer more than 1 choice)

() Google () Website () Blog () Facebook () Line () Youtube () Instagram
() Friends/Relatives () Travel/Tour agency () others (please specify).....

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21. What is your favorite social media that you always use for information searching in your daily life. Pls. marked (✓) in ranking table for each item.

Social medias	Ranking				
	Highest	High	Medium	Low	Least
1.Facebook					
2.Twitter					
3.Line					
4.YouTube					
5.Skype					
6.Instagram					
7.Blog					
8.Google+					

22. Have you ever search information for an Ecotourism in the website?

() Never () Yes please specify
 website.....

23. Which information of Ecotourism that you want to get from social media.

() Ecotourism activities () Accommodation () Transportation () History of tourist place

24. Social media responding time that is suitable in your opinion.

() Immediately () Within 1 hour () within 1 day

25. What kinds of Ecotourism activities in Chiang Mai do you needs?

Please Marked (✓) for the level of do you needs in each activity.

Activities	Highest	High	Medium	Low	Least
1. Elephant taking care					
2. Trekking					
3. Rafting					
4. Visiting temples					
5. Visiting villages					
6. Cooking class					
7. Camping					
8. Climbing					

26. What is your desirable in term of showing your supporting to an Ecotourism?

Please Marked (✓) in ranking table for each item.

Your desirable	Ranking				
	Highest	High	Medium	Low	Least
1. Supporting the villages to get money to taking care of environment and natural					
2. Want to get deep information from local villages guide					
3. Want to learn and get real experience about the culture and villager life style					
4. Hand on experience and participate in villages activities					

27. Will you come to Chiang Mai for Ecotourism again?

Yes Not sure

No, (if answered No, Please

Specify).....

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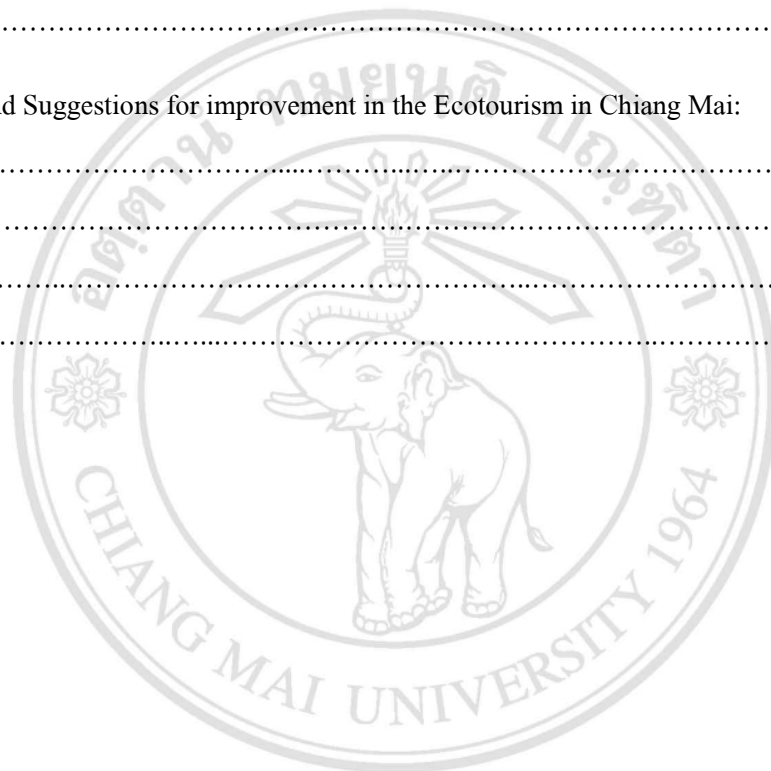
28. Problems and Suggestions for improvement in the Ecotourism in Chiang Mai:

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ประวัติผู้เขียน

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ประวัติการทำงาน	ปัจจุบันบริษัท ฮานาไมโครอิเล็กทรอนิกส์ จำกัด (มหาชน) ตำแหน่งผู้จัดการฝ่ายผลิตเครื่องมือแพทย์



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