

ภาคผนวก

## Questionnaire

This is a research project titled “ Travel Motivations and Satisfaction of Indian Tourists towards Urban Tourism in Bangkok ” The purpose of this research is to examine the motivation and satisfaction levels of Indian Tourists visiting urban attractions in Bangkok.

Thank you for your assistance.

### **Part1 : Personal Information.**

**Please circle the number.**

1. Your gender ?

1. Male
2. Female

2. How old are you?

1. 24 and below
2. 25 - 34
3. 35 – 44
4. 45 - 54
5. 55 - 64
6. 65 and above

3. Your marital status ?

1. Single
2. Married
3. Divorced

4. What is your highest educational level ?

1. Junior high school and below
2. Senior high school
3. Bachelor degree from a university
4. Master degree
5. PhD or higher degree

5. What is your current occupation ?

1. Student, retired, not working
2. Skilled /semi-skilled worker, blue-collar worker e.g. electrician, carpenter, builder
3. Farmer, farm owner, rice farmer, sheep farmer
4. White collar worker, office and sales worker e.g. accountant, bank clerk, government office clerk
5. Manager and proprietor e.g. director, owner of large and medium-sized business
6. Higher or lower professionals e.g. physician, dentist, lawyer, engineer, professor, scientist

6. What is your average monthly income ?

1. Below INR 50,000
2. INR 50,001 - 75,000
3. INR 75,001 - 100,000
4. INR 100,001 - 125,000
5. INR 125,001 - 150,000
6. Over INR 150,000

7. How many times have you been to Thailand?

1. This is my first trip
2. This is my second trip
3. I have been here for more than two times

8. What is the nature of your trip ?

1. I made my own arrangement/travel independently
2. I travel with a tour group/an all-inclusive tour
3. Both

9. Who is accompanying you during this trip ?

1. Travelling alone
2. Travelling with my family (husband/wife/children)
3. Travelling with friends
4. Other, please specify.....

**Part 2 : Tourist's Motivation. Please indicate your opinion by tick in the box that appropriate view towards the listed statements.**

**How important is this intention to visit this place ?**

| Motivations   | Most<br>Important<br>5 | Important<br>4 | Average<br>3 | Not very<br>Important<br>2 | Least<br>Important<br>1 |
|---|------------------------|----------------|--------------|----------------------------|-------------------------|
| 1. I want to see and experience something different.                        |                        |                |              |                            |                         |
| 2. I want to increase knowledge about a foreign destination.                |                        |                |              |                            |                         |
| 3. I want to visit attractions which most people value and / or appreciate. |                        |                |              |                            |                         |
| 4. I want to visit the city my family or friends want to go.                |                        |                |              |                            |                         |
| 5. I want to meet Thai people.  |                        |                |              |                            |                         |
| 6. I want to see unique temples and other cultural attractions.             |                        |                |              |                            |                         |
| 7. I want to escape from daily routine in my country.                       |                        |                |              |                            |                         |
| 8. I want to relieve stress and tension.                                    |                        |                |              |                            |                         |
| 9. I want to find excitement.   |                        |                |              |                            |                         |
| 10. I want to enjoy shopping.   |                        |                |              |                            |                         |
| 11. I want to enjoy shows and entertainment.                                |                        |                |              |                            |                         |
| 12. I want to obtain good deals.  |                        |                |              |                            |                         |
| 13. I want to visit places safe for myself or my family.                    |                        |                |              |                            |                         |
| 14. I want to stay in accommodation of high standard.                       |                        |                |              |                            |                         |
| 15. I want to visit the city which offers convenient transportation.        |                        |                |              |                            |                         |
| 16. I want to visit theme parks.  |                        |                |              |                            |                         |

**Part 3 : Tourist's Satisfaction. Please indicate your opinion by tick in the box that corresponds to your view towards the listed statements.**

**How much are you satisfied the following aspects of your holiday ?**

| Satisfactions   | Most Satisfied<br>5 | Satisfied<br>4 | Average<br>3 | Not very Satisfied<br>2 | Least Satisfied<br>1 |
|---|---------------------|----------------|--------------|-------------------------|----------------------|
| 1. New sights and new experience obtained.            |                     |                |              |                         |                      |
| 2. Knowledge obtained from the visits.                |                     |                |              |                         |                      |
| 3. Famous tourist attractions.                        |                     |                |              |                         |                      |
| 4. Chances to spend time with family and/or friends.  |                     |                |              |                         |                      |
| 5. Friendly local people.                             |                     |                |              |                         |                      |
| 6. Temples and cultural attractions                   |                     |                |              |                         |                      |
| 7. Difference not available in the tourist's country. |                     |                |              |                         |                      |
| 8. Relaxing atmosphere.                               |                     |                |              |                         |                      |
| 9. Exciting experience.                               |                     |                |              |                         |                      |
| 10. Shopping.   |                     |                |              |                         |                      |
| 11. Shows and entertainment.                          |                     |                |              |                         |                      |
| 12. Obtaining good deals.                             |                     |                |              |                         |                      |
| 13. Safety for tourists.                              |                     |                |              |                         |                      |
| 14. Standard of accommodation.                        |                     |                |              |                         |                      |
| 15. Convenience of transportation.                    |                     |                |              |                         |                      |
| 16. Spending time in theme parks.                     |                     |                |              |                         |                      |