Risk Perception of International Tourists in Thailand

Survey Objective: The purpose of this thesis questionnaire aims to study risk perception of international tourists in Thailand. Please accept our sincere thanks for taking the time to provide us such valued information.

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Part 1: General information

Instruction: Please check (✔) in the box that most reflects you or fill in the blank provide about yourself.

1. Gender

    (   ) Male   (   ) Female

2. Age

    (   ) $\leq$ 18 years   (   ) 19 – 29   (   ) 30 – 39

    (   ) 40 – 49   (   ) 50 – 59   (   ) 60 $\geq$

3. Education background

    (   ) Lower than a bachelor's degree

    (   ) The bachelor's degree

    (   ) Master degree or higher

4. Occupation

(   ) Student/ college student   (   ) Government employee

(   ) Company employee   (   ) Business owner

(   ) Freelance   (   ) Sport man

(   ) Retiree   (   ) Housewife

(   ) Other…………………

5. Monthly income

(   ) Less than 1,500 USD   (   ) 1,501 – 3,000 USD

(   ) 3,001 – 4,500 USD   (   ) 4,501 – 6,000 USD

(   ) 6,001 – 7,500 USD   (   ) Over than 7,501 USD

6. Nationality

(   ) American   (   ) Middle East

(   ) Europe   (   ) Asian

(   ) Australia   (   ) Other………………

7. Status

(   ) Single   (   ) Married

(   ) Separated   (   ) Widow

(   ) Divorce   (   ) Other………………

Part 2: Risk Perception Analysis

Instruction: Please check (✔) in the columns that represent the fact.

1. How much do you perceive the risk of following vehicle while you are travelling in Thailand?	Level of risk perception				
	Highest 5	High 4	Medium 3	Low 2	Lowest 1
1.1 Air Plane					
1.2 Public Bus					
1.3 Tour Bus					
1.4 Rental Car					
1.5 Rental Motorcycle					
1.6 Rental Bicycle					
1.7 Taxi Meter					
1.8 Auto Rickshaw (Tuk Tuk)					
1.9 Train					
1.10 BTS Sky train					
1.11 MRT Underground train					
2. How much do you perceive the following risk of crime while you are travelling in Thailand?	Level of risk perception				
	Highest 5	High 4	Medium 3	Low 2	Lowest 1
2.1 Violence (Behavior using physical force to hurt or damage someone)					
2.2 Murder (Unlawful killing of one person being by another)					
2.3 Rape (Unlawful forcing another person to have sex)					
2.4 Kidnap (Take someone away by force)					
2.5 Cheat/ defraud (Not honest)					
2.6 Steal					

3. How much do you perceive the following risk of infection from many channels while you are travelling in Thailand?	Level of risk perception				
	Highest 5	High 4	Medium 3	Low 2	Lowest 1
3.1 By breathing					
3.2 By Eating					
3.3 By Touching					
3.4 By Sex					
4. How much do you perceive the following risk of natural disasters while you are travelling in Thailand?	Level of risk perception				
	Highest 5	High 4	Medium 3	Low 2	Lowest 1
4.1 Flood					
4.2 Earth quake					
4.3 Landslide					
4.4 Storm					
4.5 Tsunami (Big sea wave)					

Part 3: Factors affecting the image of Thailand travelling.

Instruction: Please check (✔) in the columns that represent the fact.

How much do you perceive the image of Thailand travelling?	Level of Image perception				
	Very Positive 5	Positive 4	Moderate 3	Negative 2	Very Negative 1
1 Image of overall Thailand tourism					
2 Image of overall *safety* in Thailand					

Part 4: Other suggestions about other risks you face when traveling in Thailand.

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