

ภาคผนวก ข

แบบสอบถาม (นักท่องเที่ยวต่างชาติ)

“การสร้างคุณค่าและพัฒนาผลิตภัณฑ์การท่องเที่ยวเชิงสุขภาพ
เพื่อรองรับนักท่องเที่ยวคุณภาพในจังหวัดเพชรบุรีและประจวบคีรีขันธ์”

Questionnaire

The Value Creation of Wellness Tourism Products for High Quality Tourists in Phetchaburi and Prachuap Khiri Khan Provinces

Section 1: General Profile of Tourists

Instruction: Please fill ✓ in the blank

1. Gender

Male Female

2. Age

< 20 yrs 20 - 40 yrs 41 - 60 yrs > 60 yrs

3. Education

Less than secondary Secondary/ Vocational certificate
 Bachelor degree Master degree or higher

4. Occupation

Student Private sector employee
 Business owner Civil servants
 Other please specify.....

5. What is your yearly income?

Less than 12,000 USD/year 12,000 -36,000 USD/year
 36,001-45,000 USD/year 45,001-100,000 USD/year
 More than 100,000 USD/year

6. How often do you traveling to Huahin/Cha-am Thailand?

First time 2-3 times >3 times

7. What kind of wellness activity that you like? (You can chose more than one choice)

Thai Massage Foot Massage Herbal hot compressing and Sauna
 Spa Facial Massage Mineral bath
 Yoga Spiritual activity
 Food for a healthy program Herbal product

8. The demand of wellness activity in Phetchaburi (Cha-am) and Prachuap Khiri Khan (Huahin) (You can chose more than one choice)

Thai Massage Foot Massage Herbal hot compressing and Sauna
 Spa Facial Massage Mineral bath
 Yoga Spiritual activity
 Food for a healthy program Herbal product

9. How long did you stay in Huahin/Cha-am Thailand?

10. What is the expectation of wellness tourism in Huahin/Cha-am

() Relax () Beauty () Health () Spiritual

Section 2: Personality

5 = strongly agree 4 = agree 3 = moderate 2 = disagree 1 = strongly disagree

Personality	Behavior and Personal Level				
	5	4	3	2	1
1. Openness to experience					
Adventurous					
Find a new things					
Tourism is make new experience					
2. Conscientiousness					
Luxury					
Detail-oriented					
3. Extraversion					
Group Traveler					
Individual Traveler					
4. Agreeableness					
Traveling by tour operator					
Traveling by yourself					
5. Neuroticism					
Jolly and cheerful					
techy					

Activity format Health tourism	Interest level					Trends in health tourism behavior.				
	5	4	3	2	1	5	4	3	2	1
- Foot massage										
- Sauna										
- Herbal compress ball massage										
Mineral bath spa										
- Mineral bath in natural Jacuzzi.										
- Mineral bath in hot spring										
- Fish spa										
- Milk bath soak										

1. If you have a trip about wellness tourism. Who are you traveling with?

() Travelling alone () Friends () Co-worker () Family/relative

2. How much are you willing to pay for wellness activity?

Wellness activity	Price
1. Thai MassageBht./Hrs.
2. Foot MassageBht./Hrs.
3. Aroma Therapy MassageBht./Hrs.
4. Use beauty product from natural extract.Bht./Hrs.
5. Sauna or herbal compress ball massage.Bht./Hrs.
6. Mineral bath spaBht./Hrs.
7. YogaBht./Hrs.

3. What kind of information that you searching for wellness tourism/program

- | | |
|--|--|
| <input type="checkbox"/> Travel Magazine | <input type="checkbox"/> Hotel, Resort |
| <input type="checkbox"/> Tourism Authority of Thailand | <input type="checkbox"/> Travel agency |
| <input type="checkbox"/> Hospital | <input type="checkbox"/> Spa |
| <input type="checkbox"/> Television | <input type="checkbox"/> Website, Social media |
| <input type="checkbox"/> Other..... | |

4. Most of problems and obstacles your decision to choose wellness tourism/program

Price service variety quality safety activity