

Questionnaire

Topic Attitude and consumption behavior of tourist toward local food in ASEAN

Indication Please check ✓ in or fill in the blank with the true information

Part I General informations

1. Sex Male Female
2. Ages Less than 30 yr 30 – 40 yr 41 – 50 yr more than 50 yr
3. Education Undergraduate Bachelor Higher than Bachelor
4. Career Student Officer/State enterprise employee Employee
 House keeper business owner/merchandise Other
5. Continent Europe America Africa
 Asia Oceania
6. The countries that you have been travel within 1 year (you can answer more than 1 country)

<input type="checkbox"/> Cambodia	<input type="checkbox"/> Brunei	<input type="checkbox"/> Myanmar	<input type="checkbox"/> Philippine	<input type="checkbox"/> Malaysia
<input type="checkbox"/> Lao	<input type="checkbox"/> Vietnam	<input type="checkbox"/> Singapore	<input type="checkbox"/> Indonesia	<input type="checkbox"/> Thailand

Part 2 The attitude of tourists toward local food of ASEAN

Considerated aspects	Opinion score				
	Absolutely agree	Agree	Not sure	Disagree	Definitely disagree
Products					
1. The local foods represent the identity of local area					
2. There are several menus of local food for selection					
3. The local foods have a good appetite					
4. The local foods show the particular appearances or interested characteristics					
5. The local foods show interested consumption patterns					
6. The raw materials of local food show a novelty					
7. The local foods are made from fresh raw materials					

Considerated aspects	Opinion score				
	Absolutely agree	Agree	Not sure	Disagree	Definitely disagree
8. Reputation or popularity of local foods					
9. The local foods are convenience to find and consume					
Price					
10. The prices of local foods are worth when compare to their quality.					
11. The prices of local foods are worth when compare to their quantity.					
12. The prices of local foods are clearly displayed.					
Places					
13. The local food restaurants are convenience to approach					
14. The local food restaurants locate near hotel/tourist attractions					
15. The local food restaurants contain a natural atmosphere					
16. The local food restaurants show the particular local identity					
Marketing					
17. The advertisements of local food restaurants are established via.....					
17.1 TV/radio					
17.2 Magazine/Tourists guide					
17.3 Internet					
17.4 Banner/printing media					
17.5 Recommended local food documents					
18. There are the recommendation of local food by the following channels					
18.1 Tourist guides					
18.2 Recommendations from hotel/accommodation					
18.3 Food expertise/Food testers					
18.4 Travel agencies					
18.5 Several media such as TV, radio, internet					

Part III Tourists consumption behaviors toward local food in ASEAN

1. The reasons that you decide to consume local food in ASEAN (can answer more than 1 choice)

- | | | |
|---|--|--|
| <input type="checkbox"/> popularity | <input type="checkbox"/> reputation/atmosphere | <input type="checkbox"/> represent the local identity |
| <input type="checkbox"/> Novelty | <input type="checkbox"/> Use the local raw materials | <input type="checkbox"/> Easily to find / convenience to consume |
| <input type="checkbox"/> Advertisement via multichannel | <input type="checkbox"/> Location near to tourist attractions/ hotel | <input type="checkbox"/> Recommendation from food expertise |

2. The information service that influence you to buy/consume local food in ASEAN (can answer more than 1 choice)

- | | | |
|--|--|-----------------------------------|
| <input type="checkbox"/> TV/Radio | <input type="checkbox"/> Magazine/Tourist guides | <input type="checkbox"/> Internet |
| <input type="checkbox"/> Banner/printing media | <input type="checkbox"/> Recommendation paper of restaurants | |

3. Things that influence your decision to consume local food in ASEAN (can answer more than 1 choice)

- | | | |
|---|---|--|
| <input type="checkbox"/> Select by myself | <input type="checkbox"/> Select by follow tourists guide | <input type="checkbox"/> Select by travel agencies |
| <input type="checkbox"/> Select by hotel recommendation | <input type="checkbox"/> Select by Restaurants document guide | <input type="checkbox"/> Follow several media e.g TV |

4. The most places that you buy the local food in ASEAN

- | | | |
|---|--|--|
| <input type="checkbox"/> Bistro/Restaurants in hotel | <input type="checkbox"/> Restaurants in local area | <input type="checkbox"/> General canteen |
| <input type="checkbox"/> Fast food restaurants/Food court | <input type="checkbox"/> Street food and hawkker | |

5. The time duration that you usually consume local food in ASEAN

- | | | |
|--|--|--|
| <input type="checkbox"/> Morning
(06.00 – 09.00 am) | <input type="checkbox"/> Late in the morning
(09.01 – 11.00 am) | <input type="checkbox"/> Noon
(11.01 am. – 1.00 pm) |
| <input type="checkbox"/> Afternoon
(1.01 – 5.00 pm) | <input type="checkbox"/> Dinner
(5.01 – 9.00 pm.) | |

Part IV Menus of local foods of ASEAN

Definition

Local food means: foods that are produced by using raw materials from those local areas and consume within local area as well as represent the local identity such as raw materials cooking methods and utensils

1. Please specify the menus that you know

Countries	Local food menus that you know	
Cambodia	1. _____	2. _____
	3. _____	4. _____
Brunei	1. _____	2. _____
	3. _____	4. _____
Myanmar	1. _____	2. _____
	3. _____	4. _____
Philippine	1. _____	2. _____
	3. _____	4. _____
Malaysia	1. _____	2. _____
	3. _____	4. _____
Lao	1. _____	2. _____
	3. _____	4. _____
Vietnam	1. _____	2. _____
	3. _____	4. _____
Singapore	1. _____	2. _____
	3. _____	4. _____

2. Please specify the local food menus in each country that you have tried

Counties	Local food menus that you've tried	
Cambodia	1. _____	2. _____
	3. _____	4. _____
Brunei	1. _____	2. _____
	3. _____	4. _____
Myanmar	1. _____	2. _____
	3. _____	4. _____
Philippine	1. _____	2. _____
	3. _____	4. _____
Malaysia	1. _____	2. _____
	3. _____	4. _____
Lao	1. _____	2. _____
	3. _____	4. _____
Vietnam	1. _____	2. _____
	3. _____	4. _____
Singapore	1. _____	2. _____
	3. _____	4. _____