

Appendix A:**Questionnaire****Questionnaire for MBA Thesis Research**

I am an MBA student in Hospitality and Tourism Management (International Program), Faculty of Service Industries at Prince of Songkhla University, Phuket campus. This questionnaire has been designed for my MBA thesis research which will be used for academic purposes as well as to improve the tourism in Thailand. I would deeply appreciate if you could spare about 15 minutes of your valuable time to participate in this survey. Thank you very much for your participation.

Please write down your answer or mark in the box which corresponds to your answer.

Part 1: Personal information

1. Gender: Male Female

2. Age: Less than 55 years old 55- 59 years old

60-64 years old

65-69 years old

70-74 years old

75 years old >>

3. Married status: Single Married/ With partner

Divorced Widowed

4. Region of residence: The Americas

Countries _____

(Please specify country) Europe

Countries _____

Asia

Countries _____

Australia & Oceania

Countries _____

Other _____

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5. Education: High school or less College/
Diploma
 Bachelor degree Graduate degree
6. Occupation: Self-employment Company
employee
 Government employee Professional
 Retired
Other _____
7. Approximate annual household income: (US\$)
 Less than \$25,000 \$25,001-\$50,000
\$50,001-\$75,000
 \$75,001-\$100,000 \$100,001 or more

Part 2: General information for your trip

8. Have you visited Thailand before? Yes _____ times No,
this is my first visit
9. How many nights do you stay in Thailand for this visit?
_____ nights
10. How much do you spend approximately for this visit
(without airfare)?
(In USD, if other currency please
specify) _____
11. Including you, how many people are in your travel party?
 One Two Three Four Five
or more
12. Who is accompanying you during this trip?
 Spouse/ Partner Family Friends
Others _____
13. Where do you stay in this visit?
 City hotel Hotel resort Guest house
Apartment/Condominium
 Rent house Friend's house
Other _____

14. During this trip to Thailand, where do you plan to visit or have visited?

- Bangkok Phuket Chiang-Mai

Other _____

15. Will you select Thailand to be place for your next traveling?

- Yes No Maybe

Why?

16. Who did arrange your travel plan and booking for this visit?

- On my own Family members Friends

Travel agent Others _____

17. How did you book the following products?

Product	Internet	Direct (not online)	Travel agent in your country	Travel agent in Thailand
Package				
Air ticket				
Accommodation				
Daily trips				
Travel insurance				
Activities during visit				

18. What is your main concern when you plan for your vacation? (Please select one)

- Safety Tourist attraction Price

Accessibility

- Hygiene Destination reputation Activities

Others _____

19. What is the favorite activity while you are traveling? (Please select one)

- Relaxing Sightseeing Spa
- Diving/Snorkeling
- Shopping Cultural activities Dining
- Sport
- Adventure Entertainment Night life
- Others _____

20. What influenced you the most to decide to travel to Thailand? (Please select one)

- Previous visit Family member's recommendation
- Internet
- Travel agent Friend's recommendation
- Advertising
- Others _____

21. Which are the top three countries/ destinations you would like to travel to?

- (1) _____ (2) _____
 (3) _____

22. What is the most attractiveness in Thailand?

23. What is the weakness of tourism service in Thailand which needs to be improved?

Part 3: Service quality

24. Please indicate your agreement or disagreement of the following items.

Attributes	Very good	Good	Average	Poor	Very Poor
1. Service of airport in Thailand is standard.					
2. Thailand provides convenience transportation.					

3. Accommodations in Thailand are comfortable.					
4. Thailand has beautiful scenery and attractions.					
5. Thailand has historically significant sites.					
6. Culture heritage in Thailand is interesting.					
7. Services of tour operators/agents are good.					
Attributes	Very good	Good	Average	Poor	Very Poor
8. Thai traditional local food is appealing.					
9. Friendly Thai hospitality is impressive.					
10. Thailand is a safety and secure place.					
11. Standard of hygiene in Thailand is high.					
12. Thailand provides good infrastructure.					
13. There are varieties of activities in Thailand.					
14. Thailand offers good value for money.					
15. Communication skills of Thai people are good					
16. Thailand's nature is well preserved.					

25. How likely you are to travel for the following reasons /motivation?

Attributes	Very Like ly	Like ly	Avera ge	Un like ly	Ve ry Un like ly
1. To relax physically and mentally					
2. To gain knowledge and experiences					
3. To seek recreation and entertainment					
4. To meet more people and make friends					
5. To do some treatment/ medical therapy					
6. To be adventurous					

26. Please give some suggestions to make your next visit to Thailand more pleasant.

Appendix B:**Interview List (1)****Interviewee:**

“Tourism Authority of Thailand officer”

Questions:

- What is the current service specifically onto senior tourists?
- Do you have any feedback from each province regarding senior tourists forecast?
- Will you have any plan to support senior tourist in the future?
- What is the good part of Thailand tourism which suitable to support senior tourism?
- Do you find any problems of the plan?
- Which areas of Thailand tourism should be improved in order to develop Thailand as the senior tourist destination?

Interview List (2)**Interviewee:**

“Senior tourists”

Questions:

- Do you enjoy traveling in Thailand?
- What impress you while traveling in Thailand and why?
- Does Thailand offer an appropriate facility, accessibility and infrastructure?
- What would you like to have for more pleasant traveling?
- Do you have any comment for current tourism?

Interview List (3)**Interviewee:**

“Private sector in hospitality and tourism”

Questions:

- What is the percentage of senior people in your hotel?
- Do you provide any special offer and service specifically for senior tourists?
- Do you have any new plan or strategy to support more senior tourist according to the forecast?

Appendix C:

Observation List

Areas for observation

- The existing hospitality and tour for senior in Thailand
- The existing facility, infrastructure and accessibility in Thailand
- The senior tourist behavior while traveling
- Other activity or program concern on senior group

Appendix D:

Results of senior tourist interview

“Senior tourists”

Question 1: Do you enjoy traveling in Thailand? Why or why not?

Respondent 1: Yes, beautiful scenery.

Respondent 2: Yes, good place for either short or long vacation.

Respondent 3: Yes, beautiful weather and places.

Respondent 4: Yes, good places for family vacation as well as shopping.

Respondent 5: Yes, I like spa the most and I do it everyday.

Respondent 6: Yes, beautiful places and people.

Respondent 7: Yes, I like everything here, foods, people, beaches etc.

Respondent 8: Yes, beautiful sea, sand and sun.

Respondent 9: Yes, wonderful sceneries.

Respondent 10: Yes, great vacation time.

Respondent 11: Yes, cheap, beautiful and friendly as Thai.

Respondent 12: Yes, very much. It is suitable for me and my family

Respondent 13: Yes, food is very good here. I like Thai herb and healthy foods.

Respondent 14: Yes, very good weather here.

Respondent 15: Yes, Thai hospitality is very sweet and surrender.

Respondent 16: Not really, it is too busy here.

Respondent 17: Average

Respondent 18: It is just so-so for me.

Respondent 19: No, shopping is more expensive here when compared with others.

Respondent 20: For now it is ok but in the future maybe not, as they keep ruining nature.

Question 2: What impress you while traveling in Thailand and why?

Respondent 1: Beautiful sceneries

Respondent 2: Friendly people

Respondent 3: Weather

Respondent 4: Landscape and atmosphere.

Respondent 5: Spa

Respondent 6: Hospitality and services

Respondent 7: Beaches and dinning

Respondent 8: Weather and visiting areas

Respondent 9: Beautiful tourist attractions and where to go

Respondent 10: Things to do while traveling, such as sight seeing, lying down on white beaches, dining with sunset for instant

Respondent 11: Pure nature

Respondent 12: People, smile and helpful

Respondent 13: Reasonable price

Respondent 14: Comfort and convenience

Respondent 15: Temples and Thai architecture, Indigenous flora and fauna.

Respondent 16: Combination of people, food, sun, fun and sea.

Respondent 17: Many unseen, we can travel back here more and more time, and we still find new unseen things.

Respondent 18: Combination of tradition and civilization

Respondent 19: Weather, not too hot and not too cold

Respondent 20: Culture, tradition and history

Question 3: Does Thailand offer an appropriate facility, accessibility and infrastructure?

Respondent 1: Yes, I feel comfortable while traveling.

Respondent 2: Not really, there are good facility inside hotel and resort depending on what type of hotel/resort we select to stay but not in the public areas.

Respondent 3: Most are ok, except on the walk path.

Respondent 4: Yes, there are varieties of things to do and where to go which appropriate for international tourists or people who would like to select Phuket for vacation.

Respondent 5: Almost, except public transportation. It is a bit difficult for foreigner to access because there is not much choices of public transfer provided or if to rent a car or taxi, it would cost lot of moneys.

Respondent 6: Yes, I feel great while traveling.

Respondent 7: Good facilities and infrastructures but not enough accessibility providing yet.

Respondent 8: It is good currently, except the price and standard of taxi services, sometime we get charged double or been taken advantage from the local drivers.

Respondent 9: Inside hotel we are staying, it is perfect but for outside some areas still need to get developed.

Respondent 10: Need more choice of transportation to go around island.

Respondent 11: It is ok but it would be better if we can get more choices of internal accessibility.

Respondent 12: Yes, everything is ok.

Respondent 13: I like nature here but it is too busy with many cars which annoys me sometime.

Respondent 14: Very convenience when travel to Thailand.

Respondent 15: It is perfect.

Respondent 16: All is great.

Respondent 17: It is easy to get a taxi to anywhere we like but the price is not stable which difficult for us to control the cheating as we don't know the middle price.

Respondent 18: It would be better if they can provide more safety walk path then we can spend sometime for walk.

Respondent 19: Not too bad. Need to improve the standard of road. Sometime, it is dangerous to drive on road under construction.

Respondent 20: It is not safe to drive in Thailand.

Question 4: What would you like to have for more pleasant traveling?

Respondent 1: More trees and green environment and reduce or limit number of construction and building, to remain the beautiful scenery always.

Respondent 2: More clean in public areas. Cleanliness on roads, walk path, garbage bins, park, beaches etc.

Respondent 3: Standard of price, what I found is the price can change anytime, and we get higher price as we are international tourists.

Respondent 4: Control of mafia, sometime they force us too much to do thing they want. Improve the honesty to tourists.

Respondent 5: Improve on driving behavior of people. I think it is dangerous to drive in Phuket.

Respondent 6: There are too many building right now which ruin the beautiful environment, compared with my previous visit in 2003.

Respondent 7: Provider better and more accurate information for tourists.

Respondent 8: Taxi services, some are not well polite and too much greedy and cares for my pocket only.

Respondent 9: Too much business sometime, I don't like to be forced by the taxi driver who stopped me at jewelry shop while I was on my sightseeing trip.

Respondent 10: Providing walk path in tourist attraction places, then I can walk rather than to sit in car.

Respondent 11: Remain pure nature and providing more choices of accessibility, then we can go to different places which still hidden.

Respondent 12: More choices of thing to do which appropriate for middle age like us.

Respondent 13: Cleanliness. Control garbage disposals on the street.

Respondent 14: Quality of food and beverage.

Respondent 15: The price is getting more expensive, should remain prices as reasonable as before. Do not increase price when you have more tourists.

Respondent 16: Easy walk way in city or town and wheelchair accessibility. Side walk for pedestrians.

Respondent 17: Communication

Respondent 18: Safety in all areas

Respondent 19: Advertise more specific interesting to go and where to go which suitable for elderly like us.

Respondent 20: Get rid of mosquito and insects.

Question 5: Do you have any comment or suggestion for current tourism in Thailand?

Respondent 1: Remain the unique hospitality as Thai. Do not allow any other cultures to change yours way of life as we come for the culture difference and challenge.

Respondent 2: Preserve the beautiful environment for long term. Control for less pollution, more hydro power. Thailand should grow more green.

Respondent 3: Promote more on the interesting history sites. Actually, Thailand has an outstanding part of history but these have not been promoted much yet. Most of international tourists know about sea, sand and sun or vacation place as the image of Thailand only.

Respondent 4: Control standard of price and service. Some areas or sometime, the price and service just go up and down, depending on the places, situation or the people we contact.

Respondent 5: More promotion such as special discount for international tourists.

Respondent 6: Promote more interesting places which still hidden, as there are many interesting places in Thailand that international tourist never know yet.

Respondent 7: It would be great if all related field of tourism industry can speak more important language, such as French, German and Japanese for instance.

Respondent 8: If people outside hotel can speak well English as hotel staffs, it would be perfect.

Respondent 9: More promotion in worldwide.

Respondent 10: Place itself as Safety destination, control about the crimes or some other bad news. Then, tourists like us should feel safer to travel to Thailand.

Respondent 11: Thailand is still on developing process regarding the tourism, it is good sign to be developed but at the same time, you should keep the nature as pure as it is.

Respondent 12: Increase clean air in Chiang-mai and other provinces, preserve and improve natural environment. Control amount of new development.

Respondent 13: Create handbook on local driving customs.

Respondent 14: Should continue in the same way.

Respondent 15: Provide standard tours

Respondent 16: VAT refund needs, better explanation and ease of refund process.

Respondent 17: To obtain wheelchair and medical assistance for international arrivals flights at the airports for example before reaching to the immigration.

Respondent 18: Tourist information in other required languages such as French.

Respondent 19: Better directions to sites of special interest in English and other Euro languages.

Respondent 20: More markets with Thai goods.

Appendix E:**Significant results of booking behavior and travel behavior**

	Significant results	
	Region of country	Gender
Booking Person	0.16	0.00
Booking Option		
• Package	0.322	0.883
• Air Ticket	0.935	0.437
• Accommodation	0.592	0.77
• Daily Trip	0.184	0.904
• Travel Insurance	0.211	0.683
• Activities during visit	0.163	0.903
How many people are in travel	0.00	0.00
Accompanying during this trip	0.00	0.00
Where do you stay in this visit	0.687	0.996
Where do you plan for this visit		
• Bangkok	0.6	0.52
• Phuket	0.988	0.216
• Chiang-Mai	0.61	0.207
• Krabi	0.84	0.339
• Other	0.255	0.859
How many nights do		
How much do you spend per night		
Main concern for this vacation	0.88	0.184
The favorite activity while you are traveling	0.00	0.102
The most to decide to travel to Thailand	0.00	0.00
Have you visited Thailand before	0.124	0.106
How many times	0.358	0.123
Will you select Thailand for next travel	0.137	0.226

Significant results of senior tourist satisfaction

	Significant results	
	Region of country	Gender
Thailand has beautiful scenery and attractions	0.16	0.90
Friendly Thai hospitality is impressive	0.00	0.17
Thailand has historically significant sites	0.50	0.53
Thai traditional local food is appealing	0.00	0.77
Thailand offers good value for money	0.19	0.46
Culture heritage in Thailand is interesting	0.63	0.52
Accommodations in Thailand are comfortable	0.15	0.27
Service of airport in Thailand is standard	0.73	0.02
There are varieties of activities in Thailand	0.76	0.35
Thailand provides convenience transportation	0.06	0.16
Thailand is a safety and secure place	0.00	0.02
Services of tour operators and agents are good	0.55	0.61
Communication skills of Thai people are good	0.68	0.04
Thailand provides good infrastructure	0.08	0.85
Thailand's nature is well preserved	0.40	0.83
Standard of hygiene in Thailand is high	0.40	0.13

Significant results of travel motivation

	Significant results	
	Region of country	Gender
To relax physically and mentally	0.66	0.03
To gain knowledge and experiences	0.09	0.53
To seek recreation and entertainment	0.90	0.54
To meet more people and make friends	0.47	0.23
To be adventurous	0.23	0.17
To do some treatment/ medical therapy	0.00	0.01