

Appendix 1 Questionnaire

Questionnaire NO. □□□

Questionnaire

Survey of the behavior of international tourists visiting Phuket in 2004

This questionnaire is separated into 2 sections:

Section 1: Tourist behavior

Section 2: Personal data

Thank you very much for your cooperation. It is our great appreciation.

Direction Please mark ✓ in () or fill in the blank for your most appropriate choice.

Section 1: Tourist behavior

Researcher

Use only

1. What is the main objective of your visit to Phuket?

- ()1. Pleasure / Holiday ()2. Business
 ()3. Convention / Meeting ()4. Visiting friends and relatives
 ()5. Official ()6. Educational trip
 ()7. Other (Please specify)

2. How do you arrange your trip to Phuket this time?

- ()1. Independent (FIT) ()2. On a package
 ()3. Other (Please specify)

3. With whom do you travel?

- ()1. Alone ()2. With your family
 ()3. With your friends ()4. With incentive trip (company)
 ()5. With tour group ()6. Other (Please specify)

4. How do you come to Phuket on this trip?

- ()1. By plane ()2. By Private / Rental car
- ()3. By bus ()4. By ship
- ()5. Other (Please specify)

Researcher

Use only

5. How many times have you visited Phuket? (Including this trip)

- ()1. First time ()2. 2 times
- ()3. 3 times ()4. 4 times
- ()5. More than 5 times

6. How did you know Phuket? (Multiple answers are allowed)

- ()1. Friends and relatives
- ()2. Advertising (television, print media, brochures, radios)
- ()3. Travel agents and tour wholesalers
- ()4. Travel guidebooks and Internet
- ()5. Reports, news, and editorial articles in newspaper, magazine
- ()6. Other (Please specify)

7. What kind of accommodation do you stay?

- ()1. City hotel ()2. Resort beach hotel
- ()3. Bungalow ()4. Guest house
- ()5. Other (Please specify)

8. Where do you stay in Phuket?

- ()1. Phuket town ()2. Patong Beach
- ()3. Kata Beach ()4. Karon Beach
- ()5. Chalong Bay ()6. Bangtao Beach
- ()7. Mai Khao Beach ()8. Panwa Cape
- ()9. Coral Island ()10. Raya Islands
- ()11. Other (Please specify).....

9. On this trip, how many night do you stay at Phuket?.....night (s)

10. How much do you totally spend on average for this trip? Total..... Baht

	Baht/person
1. Accommodation	
2. Food & Beverage	
3. Shopping & souvenir	
4. Entertainment	
5. Cost of sightseeing tour	
6. Transportation	
7. Miscellaneous	

If you are on a package tour, how much did you pay for it? Baht

Researcher

Use only

11. During your stay in Phuket, which places have you visited?

(Multiple answers are allowed)

- ()1. Phuket town
- ()2. Chalong temple
- ()3. Patong Beach
- ()4. Kata&Karon Beach
- ()5. Rawai Beach
- ()6. Phromthep Cape
- ()7. Phuket Fantasea
- ()8. Coral Island
- ()9. Other (Please specify)

12. What activity do you join in this trip?

(Multiple answers are allowed)

- ()1. Snorkeling and scuba diving
- ()2. Sun bathing
- ()3. Sea canoeing
- ()4. Yacht Charters
- ()5. Elephant trekking
- ()6. Horse riding
- ()7. Golf
- ()8. Shopping
- ()9. Other (Please specify)

Researcher

Use only

13. If future occasion allowed, would you like to revisit Phuket?

- ()1. Yes (Please give the reason)
- ()2. Perhaps (Please give the reason)
- ()3. No (Please give the reason)

14. If you have a chance to persuade your friends, colleges or relatives to visit Phuket, would you like to recommend them to do so?

- ()1. Yes (Please give the reason)
- ()2. Perhaps (Please give the reason)
- ()3. No (Please give the reason)

Section 2: Personal data

1. Gender

- ()1. Male
- ()2. Female

2. Age

- ()1. 14 years or below
- ()2. 15-24 years
- ()3. 25-34 years
- ()4. 35-44 years

- ()5. 45-54 years
- ()6. 55-64 years
- ()7. More than 64 years

3. Education level

- ()1. Primary or secondary School
- ()2. Diploma
- ()3. Under graduate
- ()4. Graduate and higher
- ()5. Other (Please specify).....

4. Country of residence

Researcher

Use only

5. Occupation

- ()1. Professionals
- ()2. Administrative & Managerial Personnel
- ()3. Clerical, Salesman & Commercial Personnel
- ()4. Laborer/Production and Service Workers
- ()5. Agricultural Workers
- ()6. Government and Military Personnel
- ()7. Housewife/Unpaid Family Workers
- ()8. Students and Children
- ()9. Retired and Unemployed
- ()10. Other (Please specify).....

6. Income per month

- ()1. 500 USD or less than
- ()2. 501 - 1,500 USD
- ()3. 1,501 - 2,500 USD

- ()4. 2,501 - 3,500 USD
- ()5. 3,501 - 4,500 USD
- ()6. More than 4,500 USD

Appendix 2 Information source Categorized by Gender of Tourists Using Cross-tabulation

		Gender			
		Male		Female	
		N	%	N	%
Information source	Friends and relatives	146	40.1	113	37.3
	Advertising	45	12.4	44	14.5
	Travel agent	59	16.2	50	16.5
	Travel guidebooks	92	25.3	76	25.1
	Reports and news	22	6.0	20	6.6
Total		364	100.0	303	100.0

Appendix 3 Information source Categorized by Age of Tourists Using Cross-tabulation

		Age									
		25 years or below		25-34 years		35-44 years		45-54 years		More 54 years	
		N	%	N	%	N	%	N	%	N	%
Information source	Friends and relatives	57	39.0	105	39.3	51	41.8	29	34.9	17	34.7
	Advertising	21	14.4	35	13.1	17	13.9	11	13.3	5	10.2
	Travel agent	21	14.4	40	15.0	19	15.6	16	19.3	13	26.5
	Travel guidebooks	43	29.5	70	26.2	25	20.5	18	21.7	12	24.5
	Reports and news	4	2.7	17	6.4	10	8.2	9	10.8	2	4.1
Total		146	100.0	267	100.0	122	100.0	83	100.0	49	100.0

Appendix 4 Gender of Tourists Categorized by Region of Residence of Tourists Using Cross-tabulation

		Region of residence							
		America		Europe		Oceania		Asia	
		N	%	N	%	N	%	N	%
Gender	Male	29	54.7	101	55.5	29	45.3	63	62.4
	Female	24	45.3	81	44.5	35	54.7	38	37.6
Total		53	100.0	182	100.0	64	100.0	101	100.0

Appendix 5 Age of Tourists Categorized by Region of Residence of Tourists Using Cross-tabulation

		Region of residence							
		America		Europe		Oceania		Asia	
		N	%	N	%	N	%	N	%
Age	24 years or below	10	18.9	45	24.7	11	17.2	17	16.8
	25-34 years	21	39.6	68	37.4	26	40.6	43	42.6
	35-44 years	10	18.9	33	18.1	11	17.2	21	20.8
	More than 44 years	12	22.6	36	19.8	16	25.0	20	19.8
Total		53	100.0	182	100.0	64	100.0	101	100.0

Appendix 6 Information source Categorized by Region of Residence Used Using Cross-tabulation

		Region of residence							
		America		Europe		Oceania		Asia	
		N	%	N	%	N	%	N	%
Information source	Friends and relatives	34	45.9	122	38.0	51	41.8	52	34.7
	Advertising	8	10.8	44	13.7	19	15.6	18	12.0
	Travel agent	10	13.5	41	12.8	25	20.5	33	22.0
	Travel guidebooks	19	25.7	91	28.3	20	16.4	38	25.3
	Reports and news	3	4.1	23	7.2	7	5.7	9	6.0
Total		74	100.0	321	100.0	122	100.0	150	100.0

Appendix 7 Trip Arrangement Categorized by Objective of Visit Using Cross-tabulation

		Objective of visit							
		Pleasure/Holiday		Business		Meeting		Visit friends and relatives	
		N	%	N	%	N	%	N	%
Trip arrangement	Independent	241	63.8	4	100.0	2	33.3	12	100.0
	On a package	137	36.2			4	66.7		
Total		378	100.0	4	100.0	6	100.0	12	100.0

Appendix 8 Information source Categorized by Objective of Visit Used Using Cross-tabulation

		Objective of visit					
		Pleasure/Holiday		Business/Meeting		Visit friends and relatives	
		N	%	N	%	N	%
Information source	Friends and relatives	246	38.6	4	33.3	9	52.9
	Advertising	87	13.6	1	8.3	1	5.9
	Travel agent	103	16.1	5	41.7	1	5.9
	Travel guidebooks	161	25.2	1	8.3	6	35.3
	Reports and news	41	6.4	1	8.3	0	0.0
Total		638	100.0	12	100.0	17	100.0

Appendix 9 Gender of Tourists Categorized by Trip Arrangement Using Cross-tabulation

		Trip arrangement			
		Independent		On a package	
		N	%	N	%
Gender	Male	152	58.7	70	49.6
	Female	107	41.3	71	50.4
Total		259	100.0	141	100.0

Appendix 10 Age of Tourists Categorized by Trip Arrangement Using Cross-tabulation

		Trip arrangement			
		Independent		On a package	
		N	%	N	%
Age	24 years or below	57	22.0	26	18.4
	25-34 years	100	38.6	58	41.1
	35-44 years	54	20.8	21	14.9
	45-54 years	31	12.0	22	15.6
	More than 54 years	17	6.6	14	10.0
Total		259	100.0	141	100.0

Appendix 11 Region of residence of Tourists Categorized by Trip Arrangement Using Cross-tabulation

		Trip arrangement			
		Independent		On a package	
		N	%	N	%
Region of residence	America	38	14.7	15	10.6
	Europe	142	54.8	40	28.4
	Oceania	28	10.8	36	25.5
	Asia	51	19.7	50	35.5
Total		259	100.0	141	100.0

Appendix 12 Monthly income of Tourists Categorized by Trip Arrangement Using Cross-tabulation

		Trip arrangement			
		Independent		On a package	
		N	%	N	%
Monthly income	500 USD or less than	27	10.4	14	9.9
	501-1500 USD	38	14.7	20	14.2
	1501-2500 USD	46	17.7	37	26.2
	2501-3500 USD	67	25.9	23	16.3
	3501-4500 USD	24	9.3	17	12.1
	More than 4500 USD	57	22.0	30	21.3
Total		259	100.0	141	100.0

Appendix 13 Type of Group travel Categorized by Trip Arrangement Using Cross-tabulation

		Trip arrangement			
		Independent		On a package	
		N	%	N	%
Type of group travel	Alone	52	21.0	6	4.3
	With family	82	31.7	69	48.9
	With friend	119	45.9	46	32.6
	With tour group	6	2.3	20	14.2
Total		259	100.0	141	100.0

Appendix 14 Frequency of Visit Categorized by Trip Arrangement Using Cross-tabulation

		Trip arrangement			
		Independent		On a package	
		N	%	N	%
Frequency of visit	First visit	178	68.7	116	82.3
	Revisit	81	31.3	25	17.7
Total		259	100.0	141	100.0

Appendix 15 Region of Residence of Tourists, Frequency of Visit, and Trip arrangement Using Cross-tabulation

		Independent				On a package			
		First visit		Repeat visit		First visit		Repeat visit	
		N	%	N	%	N	%	N	%
Region of residence	America	29	76.3	9	23.7	15	100.0		
	Europe	98	69.0	44	31.0	31	77.5	9	22.5
	Oceania	21	75.0	7	25.0	28	77.8	8	22.2
	Asia	30	58.8	21	41.2	42	84.0	8	16.0

Appendix 16 Trip Arrangement Categorized by Type of Transportation Used Using Cross-tabulation

		Type of transportation used					
		Air		Land		Sea	
		N	%	N	%	N	%
Trip arrangement	Independent	180	58.1	53	91.4	26	81.2
	On a package	130	41.9	5	8.6	6	18.8
Total		310	100.0	58	100.0	32	100.0

Appendix 17 Type of Group Travel Categorized by Type of Transportation Used Using Cross-tabulation

		Type of transportation used					
		Air		Land		Sea	
		N	%	N	%	N	%
Type of group travel	Alone	40	12.9	14	24.1	4	12.5
	With family	143	46.1	1	1.7	7	21.9
	With friend	103	33.2	41	70.7	21	65.6
	With tour group	24	7.8	2	3.5		
Total		310	100.0	58	100.0	32	100.0

Appendix 18 Length of Stay and Daily Spending Categorized by Key Variables

Key variables		Length of Stay (Nights)	Average Daily spending (Baht)
Main objective	Pleasure / Holiday	6.39	6,338
	Business / Meeting	3.30	9,498
	Visit friends and relatives	12.50	3,956
Frequency of visit	First time	6.06	6,758
	Revisit	7.68	5,202
Gender	Male	7.09	6,404
	Female	5.75	6,274
Age	24 years or below	6.96	4,562
	25 - 44 years	5.95	6,844
	More than 44 years	7.52	6,729
Monthly income	1,500 USD or less than	6.02	4,605
	1,501 - 3,500 USD	7.09	5,536
	More than 3,500 USD	6.05	8,787
Region of residence	America	5.79	6,274
	Europe	7.37	5,694
	Oceania	7.14	6,659

Appendix 19 Length of Stay and Daily Spending Categorized by Age and Region of
Residence of Tourists

		Night (days)	Daily spending (Baht)
America	24 years or below	4.40	4,863
	25 - 44 years	5.23	7,071
	More than 44 years	8.42	5,393
Europe	24 years or below	8.40	4,193
	25 - 44 years	6.17	6,328
	More than 44 years	9.47	5,790
Oceania	24 years or below	7.09	3,801
	25 - 44 years	7.19	7,134
	More than 44 years	7.06	7,525
Asia	24 years or below	4.59	5,853
	25 - 44 years	5.25	7,379
	More than 44 years	3.85	8,582