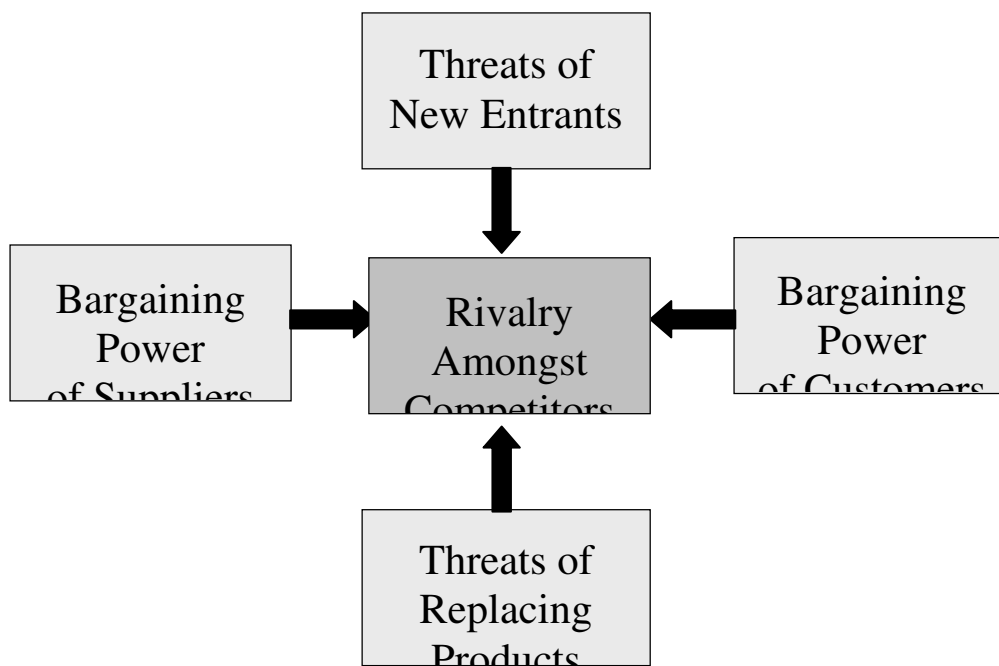
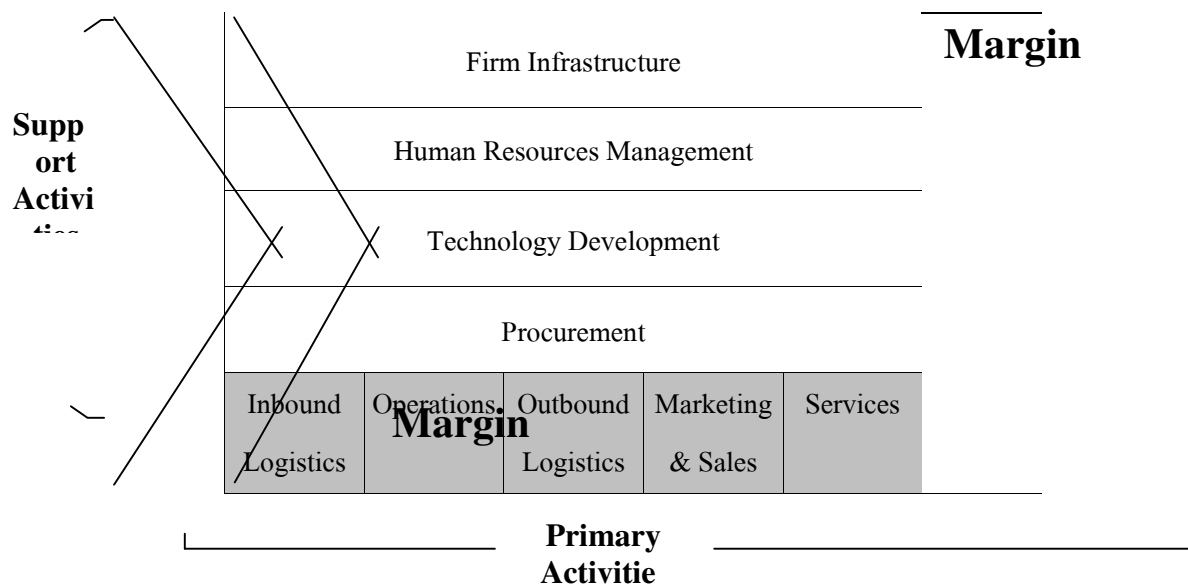


Appendix A. Porter's Five Forces

Source: Porter (1980)

Appendix B. Value Chain



Source: Porter (1985)

Appendix C. Competitive Advantage**Competitive Scope**

	Lower Cost	Differentiation
Broad Target	Cost Leadership	Differentiation
Narrow Target	Cost Focus	Differentiation Focus

Source: Porter (1985)

Questionnaire

Questionnaire



This questionnaire is conducted as part of a research for an MBA thesis on “Gaining competitive advantage through ecologically friendly development” by Mr. Arnfinn Oines, a student at Prince of Songkla University, Phuket Campus. The information given in this questionnaire will be treated strictly confidentially and your information will not be used in any commercial way. Your time and effort in completing the questionnaire as well as possible is very much appreciated.

Q1. Please name the hotel/resort you stayed in?

Q2. Name *three* major factors for choosing this particular hotel/resort?

- | | |
|--|---|
| <input type="checkbox"/> Reputation of hotel/resort | <input type="checkbox"/> Recommendations |
| <input type="checkbox"/> Price | <input type="checkbox"/> Location |
| <input type="checkbox"/> Environmental practices of hotel/resort | <input type="checkbox"/> Past experiences |
| <input type="checkbox"/> Appearance/design of hotel | <input type="checkbox"/> Service provided |

Q3. How important are the following factors for you when choosing accommodation?

<i>Factors</i>	<i>Very Important</i>	<i>Important</i>	<i>Indifferent</i>	<i>Not Important</i>	<i>Not at all Important</i>
Ease of booking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Location	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reputation of hotel/resort	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Price	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Service of hotel/resort staff	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Additional facilities (such as spa, kids club, swimming pool, shops)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Recommendations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hotel/resort being eco-labelled (indicating environmentally friendly)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q4. Before going to hotel/resort did you read any additional information (other than price, date of stay, location) about the hotel?

Yes No

Q5. If “Yes” in Q4, where did you obtain this information?

- Travel agent / tour operators Hotel/resort's own web-site
- Magazines Other web-sites
- People who have stayed there before Other, please specify:

Q6. If “Yes” in Q4, was some of this information related to environmental practices?

Yes No

If yes, please specify:

Q7. Did you notice any environmental practices in your hotel/resort (during your stay)?

Yes No

If yes, please specify:

Q8. In a hypothetical case, if you had the choice between two equal hotel/resorts (appearance, service, location, price etc.) with the only difference that one of them is eco-labelled (indicating environmentally friendly operations), which one would you choose?

Hotel/resort with eco-label Hotel/resort without eco-label Not make any difference

Q9. Would you be willing to pay a premium for the eco-labelled hotel/resort in Q8 and by how much?

1. Not willing to pay premium 5% higher price 10% higher price
2. 15% higher price 20% higher price 30% higher price
- More than 30% (please write by how much)

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Q10. What type of accommodation did you stay in this time?

- Less than 500 baht (less than US\$ 12.50) 500 - 1,499 baht (US\$ 12.50 - 37.49)
- 1,500 - 2,999 baht (US\$ 37.50 -) 3,000 - 5,999 baht (US\$ 75 -)

- 74.99) 6,000 - 11,999 baht (US\$ 150 - 299.99)
- 149.99) 12,000 baht or above (US\$ 300 or above)

Q11. What region do you come from?

- Europe Asia America Oceania Africa & Middle East

Q12. Level of education?

- High school or less University Diploma Bachelor Degree Master PhD

Q13. Level of yearly household income (approximately converted to US \$)?

- Less than US\$ 25,000 US \$ 25,000-49,999 US \$ 50,000-74,999
- US \$ 75,000-99,999 US \$ 100,000 or above Do not wish to answer

Q14. With whom are you travelling?

- Alone Family Friends Colleagues

Q15. Gender?

- Male Female

Q16. Age?

- Less than 18 18-29 30-44 45-59 60-74 75 or above

Q17. Comments on environmental practices in your hotel/resort?

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Q18. Overall, do you think Phuket is an environmentally friendly destination?

- Yes No To some extent

Comments:



Thank you very much for taking your time answering this questionnaire.
Have a nice day hoping your stay and travels will give you smiles and
happy memories.

Bon Voyage