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**ภาคผนวก**

**แบบสอบถามงานวิจัย**

**Questionnaire for Research Topic**

**“Factors Affecting to Tourists in Choosing Accommodation in Pattaya City”**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Part 1: Personal Factor**

1. Sex

🞏 Male 🞏Female

1. Age

🞏 Less than 25 years 🞏 26-35 years 🞏36-45 years

🞏 46-55 years 🞏 56-65 years 🞏More than 65 years

1. Education Level

🞏 Lower than High school 🞏 High school 🞏 Bachelor’s degree

🞏 Master Degree 🞏 Doctoral Degree

1. Marriage Status

🞏 Single 🞏 Married 🞏 Divorced / Widow /Separated

1. Occupancy

🞏 Student 🞏 Government Service / State Enterprise

🞏 Private Sector 🞏 Personal Business

🞏 Retirement 🞏 Others............................

7. Income/ year

🞏 Under $20,000 🞏 $20,001 to $30,000 🞏 $30,001 to $40,000

🞏 $40,001 to $50,000 🞏 $50,001 to $60,000 🞏 $60,001 to $70,000

🞏 $70,001 to $80,000 🞏 $80,001 to $90,000 🞏 more than $100,000

**Part 2 General information on tourist behavior**

7. Is this your first time in Pattaya?

🞏 Yes 🞏 No

8. Whom are you traveling with?

🞏 Alone 🞏 Friend / Friends 🞏 spouse

🞏 Family/ Relatives 🞏 Tour Group 🞏Other............................

9. How many nights do you stay in the accommodation?

🞏 1-3 nights 🞏 4-7 nights 🞏 8- 14 nights

🞏 15-30 nights 🞏 31-60 nights 🞏61-90 nights

🞏 More than 91 nights 🞏 others…………………….

10. What types of accommodation do you interested in?

🞏 Hotel 🞏 Resort 🞏 Bungalow

🞏 Serviced Apartment 🞏 Homestay 🞏 Guest House

🞏 Others (please specific)..............................................................

11. What is the price of accommodation that interests you most?

🞏 Below 500 baht/night 🞏501 - 1,000 baht/night

🞏 1,001 - 2,000 baht/night 🞏 2,001 - 3,000 baht/night

🞏 3,001 - 4,000 baht/night 🞏4,001 - 5,000 baht/night

🞏 More than 5,000 baht/night

12. How did you find out about accommodation in Pattaya City?

🞏 Internet/ website 🞏 Billboard advertising 🞏 Press advertising

🞏 Travel agent 🞏 Word of mouth 🞏 others....................................

13. How did you make a reservation for your accommodation?

🞏 Walk-in 🞏Phone 🞏 Hotel Website

🞏 Travel Agent 🞏 Travel Agent Website (eg. Agoda.com, Booking.com)

🞏 Others...............................................................................................

**Part 3 Factors affect to decision making in choosing accommodation**

Do you think which factors affect your decision in choosing accommodation?

Please put 🗸 in the level that you think it’s true for you?

|  | **Level of Importance** | | | | |
| --- | --- | --- | --- | --- | --- |
| **1.Physical Factors** | **Exceptional**  **5** | **High**  **4** | **Medium**  **3** | **Low**  **2** | **Underestimate**  **1** |
| 1.1 Location near tourist attraction/ near city |  |  |  |  |  |
| 1.2 Various room types |  |  |  |  |  |
| 1.3 Size of room |  |  |  |  |  |
| 1.4 Cleanliness of in room / accommodation area |  |  |  |  |  |
| 1.5 Atmosphere of in room / accommodation area |  |  |  |  |  |
| 1.6 Safety |  |  |  |  |  |
| **2. Service Factors** | **Exceptional**  **5** | **High**  **4** | **Medium**  **3** | **Low**  **2** | **Underestimate**  **1** |
| 2.1 Staff friendliness |  |  |  |  |  |
| 2.2 Rapidity of service |  |  |  |  |  |
| 2.3 Staff able to communicate in your language |  |  |  |  |  |
| 2.4 Staff has accurate knowledge about service |  |  |  |  |  |
| 2.5 Adequate staff for guest needs |  |  |  |  |  |
| **3. Price Factors** | **Exceptional**  **5** | **High**  **4** | **Medium**  **3** | **Low**  **2** | **Underestimate**  **1** |
| 3.1 Various room prices |  |  |  |  |  |
| 3.2 Reasonable price for room quality |  |  |  |  |  |
| 3.3 Cheaper price than other place |  |  |  |  |  |
| 3.4 Clearly inform room prices |  |  |  |  |  |
| 3.5 Promotion/ Discount |  |  |  |  |  |
| **4. Booking Channel Factors** | **Exceptional**  **5** | **High**  **4** | **Medium**  **3** | **Low**  **2** | **Underestimate**  **1** |
| 4.1 Accommodation’s website |  |  |  |  |  |
| 4.2 Travel agent booking service |  |  |  |  |  |
| **5. Other Factors** | **Exceptional**  **5** | **High**  **4** | **Medium**  **3** | **Low**  **2** | **Underestimate**  **1** |
| 5.1 Internet / Wi-Fi |  |  |  |  |  |
| 5.2 Restaurant / Bar |  |  |  |  |  |
| 5.3 Parking |  |  |  |  |  |
| 5.4 Laundry service |  |  |  |  |  |

**Part 4 Problem and Recommendation**

…………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………

Your answer can help improve accommodation services in Pattaya City, Thank you ☺

**ประวัติผู้วิจัย**

1. ชื่อ – นามสกุล

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Ms.Kanamon Suwantada (Lecturer)

2. เลขหมายบัตรประจำตัวประชาชน 1101400686731

3. ตำแหน่งปัจจุบัน อาจารย์ประจำสาขาการจัดการโรงแรม (Lecturer)

4. หน่วยงานและสถานที่อยู่ที่ติดต่อได้สะดวก

วิทยาลัยนานาชาติ มหาวิทยาลัยราชภัฏสวนสุนันทา ศูนย์การศึกษาจังหวัดนครปฐม

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5. ประวัติการศึกษา

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