***Phuket Tourist Experience Index Project***

**Dear Respondent**

This questionnaire is part of a research project titled *Phuket Tourist Experience Index Project*. The project is fully granted by Faculty of Hospitality and Tourism to assess the current tourists’ expectations and views about Phuket, and to collect essential tourist behaviours useful for tourism planning perspectives. Your responses are important in enabling us to obtain fuller understanding of the topical issues.

This questionnaire consists of 3 parts:

Part 1 General information

Part 2 Expectation and satisfaction toward Phuket

Part 3 Personal information

Please indicate your opinions by circling an appropriate number or filling in the blanks for each question. Also, please be assured that the information collected will treated confidential and used for academic purposes only.

Thank you very much for your kind assistance. For further information about the study, please do not hesitate to contact me at [tatiyaporn.j@gmail.com](mailto:tatiyaporn.j@gmail.com).

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| --- |
| **Part 1: General information** |

1. Approximately, including this trip how many international domestic visits in total did you have in the last five years? ………….trip (s)
2. Please rate your level of agreement or disagreement with the following statements.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Strongly disagree | Disagree | Neutral | Agree | Strongly agree |
|  | 1 | 2 | 3 | 4 | 5 |
| Basically, I do not travel a lot. |  |  |  |  |  |
| For many years, I have been travelling a lot. I have seen many places and consider myself as experienced in regard to travelling. |  |  |  |  |  |
| I always visit the same destination every time I travel. |  |  |  |  |  |

1. Is this your first visit to Thailand?

❑ Yes, this is my first time. ❑ No. Number of time (s)……………..

1. Is this your first visit to Phuket?

❑ Yes, this is my first time. ❑ No. Number of time (s)……………..

1. On this trip, how long did you stay in Phuket? …………….. day (s)
2. What was the main purpose of your current visit to Phuket? (Mark all that applies)

❑ Holiday/Leisure

❑ Meeting/Seminar/Business/Professional

❑ Visit friends and relatives

❑ Education (Study/Teaching)

❑ Health treatment

❑ Others (please specify) …………………..

1. How did you travel to Phuket?

❑ By plane

(Name of airline........................................)

❑ By own car

❑ By public transportation

❑ By cruise/ship

❑ Others, please specify.......................

1. How did you arrange your trip to Phuket?

❑ Own arrangement

❑ Tour Package

❑ Others, please specify.......................

1. How did you obtain the information used to plan this trip to Phuket? (You can select more than one answer)

❑ Family and Friends

❑ Travel Agent

❑ Newspapers

❑ Television

❑ Past experience at Phuket

❑ Magazine

❑ Facebook

❑ Twitter

❑ Instagram

❑ Travel blog

❑ Tripadvisor

❑ On-line travel agent

Please specify ....................................

❑ Others

Please specify .....................................

1. With whom are you travelling?

❑ Spouse

❑ Family/relatives

❑ Business associates

❑ Friends

❑ Tour group

❑ Travelling alone

1. Altogether, how many adults/or children are in your travel party? (Including yourself)

Number of adults: ……… Number of children (aged below 12 years old): ……

1. About your travel expenditure, please estimate the amount of money you spent on the following items? (in Thai Baht or THB)

|  | **Thai Baht (THB)** |
| --- | --- |
| Airfare |  |
| Transportation within Phuket (car rental, taxi/tuk tuk fees, etc.) |  |
| Accommodation |  |
| Food and beverages |  |
| Gifts and souvenir |  |
| Tours and sightseeing |  |
| Entertainment and recreation |  |
| Other spending (if any) |  |

1. What types of transportation did you use when you were in Phuket? (You can select more than one answer)

❑ Car/motorbike rental

❑ Public transportation (Tuk Tuk or taxi)

❑ Bus provided by tour companies

❑ Others (please specify) …………………..…………………..

1. Where did you stay during your visit? (Mark all that applies)

❑ Hotel/resort (Name of the hotel/resort) …………………..…………………..

❑ Hostel/serviced apartment (Name of the Hostel/serviced apartment) ……………………

❑ Staying with friends and relatives

❑ Others (please specify) …………………..…………………..

1. Which of the following leisure activities did you do during this trip? (Mark all that applies)

❑Amusement/theme parks

❑ Dining at local restaurants/Trying local food

❑ Elephant trekking

❑ Golfing

❑ Guided day trip to nearby islands

❑ Nightclubs

❑ Shopping

❑ Sightseeing in Phuket downtown

❑ Spa/massage

❑ Sunbathing/water sports

❑ Visiting forest/parks

❑ Visiting museums

❑ Visiting temples and cultural sites

❑ Others

(please specify) ………………….

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| **Part 2: Expectation and satisfaction toward tourist attractions of Phuket** |

1. Below is the list of tourist attractions in Phuket. Recall when you were deciding to make a trip to Phuket, how much did you want to visit these attractions in Phuket? Please rate **the level of preference** you had about visiting those tourist attractions of Phuket. Choosing 5 means that that particular tourist attraction was *the most preferred* (a must-visit attraction to you), while choosing 1 means it was *the least preferred* (it did not matter to you to visit it). If you did not know any of these attractions, please circle N/A.

Also, after your trip in Phuket what were **your satisfaction levels** with those attractions in Phuket? Please rate your feelings. Choosing 1 means you are very dissatisfied, while choosing 5 means you are very satisfied. If you did not visit any of these attractions, please circle N/A.

| **Tourist attractions** | Rate the **level of preference** you felt with each of the following tourist attractions of Phuket. | | | | | | Now, you have visited Phuket, please indicate your **satisfaction** towards the tourist attractions in Phuket. | | | | | | **Length of time you spent at the attractions (Hours)** |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Least preferred |  |  |  | Most preferred | N/A | Very dissatisfied |  |  |  | Very satisfied | N/A |  |
| Viewpoint at Kata-Karon | 1 | 2 | 3 | 4 | 5 | N/A | 1 | 2 | 3 | 4 | 5 | N/A | \_\_hour (s) ❑ I did not go there |
| Chino-Portugal Architecture Building (Old Phuket Town) | 1 | 2 | 3 | 4 | 5 | N/A | 1 | 2 | 3 | 4 | 5 | N/A | \_\_hour (s) ❑ I did not go there |
| Kathu Waterfall | 1 | 2 | 3 | 4 | 5 | N/A | 1 | 2 | 3 | 4 | 5 | N/A | \_\_hour (s) ❑ I did not go there |
| The Chin Pracha Residence | 1 | 2 | 3 | 4 | 5 | N/A | 1 | 2 | 3 | 4 | 5 | N/A | \_\_hour (s) ❑ I did not go there |
| Thalang National Museum | 1 | 2 | 3 | 4 | 5 | N/A | 1 | 2 | 3 | 4 | 5 | N/A | \_\_hour (s) ❑ I did not go there |
| Phuket Fantasea | 1 | 2 | 3 | 4 | 5 | N/A | 1 | 2 | 3 | 4 | 5 | N/A | \_\_hour (s) ❑ I did not go there |
| Chalong Temple | 1 | 2 | 3 | 4 | 5 | N/A | 1 | 2 | 3 | 4 | 5 | N/A | \_\_hour (s) ❑ I did not go there |
| Pra Thong Temple | 1 | 2 | 3 | 4 | 5 | N/A | 1 | 2 | 3 | 4 | 5 | N/A | \_\_hour (s) ❑ I did not go there |
| Phranang Sang Temple | 1 | 2 | 3 | 4 | 5 | N/A | 1 | 2 | 3 | 4 | 5 | N/A | \_\_hour (s) ❑ I did not go there |
| Big Buddha Temple | 1 | 2 | 3 | 4 | 5 | N/A | 1 | 2 | 3 | 4 | 5 | N/A | \_\_hour (s) ❑ I did not go there |
| Kathu Shrine | 1 | 2 | 3 | 4 | 5 | N/A | 1 | 2 | 3 | 4 | 5 | N/A | \_\_hour (s) ❑ I did not go there |
| Jui Tui Shrine | 1 | 2 | 3 | 4 | 5 | N/A | 1 | 2 | 3 | 4 | 5 | N/A | \_\_hour (s) ❑ I did not go there |
| Bang Niew Shrine | 1 | 2 | 3 | 4 | 5 | N/A | 1 | 2 | 3 | 4 | 5 | N/A | \_\_hour (s) ❑ I did not go there |
| Pud Jor Shrine | 1 | 2 | 3 | 4 | 5 | N/A | 1 | 2 | 3 | 4 | 5 | N/A | \_\_hour (s) ❑ I did not go there |
| Phuket Service Center for Group and Product Resources | 1 | 2 | 3 | 4 | 5 | N/A | 1 | 2 | 3 | 4 | 5 | N/A | \_\_hour (s) ❑ I did not go there |
| The Khao Phra Thaeo Wildlife Sanctuary | 1 | 2 | 3 | 4 | 5 | N/A | 1 | 2 | 3 | 4 | 5 | N/A | \_\_hour (s) ❑ I did not go there |
| Phuket Aquarium | 1 | 2 | 3 | 4 | 5 | N/A | 1 | 2 | 3 | 4 | 5 | N/A | \_\_hour (s) ❑ I did not go there |
| Splash Jungle Water Park in Phuket | 1 | 2 | 3 | 4 | 5 | N/A | 1 | 2 | 3 | 4 | 5 | N/A | \_\_hour (s) ❑ I did not go there |
| Phuket Zoo | 1 | 2 | 3 | 4 | 5 | N/A | 1 | 2 | 3 | 4 | 5 | N/A | \_\_hour (s) ❑ I did not go there |
| Nemo Phuket Dolphin show | 1 | 2 | 3 | 4 | 5 | N/A | 1 | 2 | 3 | 4 | 5 | N/A | \_\_hour (s) ❑ I did not go there |
| Saphan Hin | 1 | 2 | 3 | 4 | 5 | N/A | 1 | 2 | 3 | 4 | 5 | N/A | \_\_hour (s) ❑ I did not go there |
| Kaokard Viewpoint Tower | 1 | 2 | 3 | 4 | 5 | N/A | 1 | 2 | 3 | 4 | 5 | N/A | \_\_hour (s) ❑ I did not go there |
| Kamala/Kalim Beach | 1 | 2 | 3 | 4 | 5 | N/A | 1 | 2 | 3 | 4 | 5 | N/A | \_\_hour (s) ❑ I did not go there |
| Kata/Karon Beach | 1 | 2 | 3 | 4 | 5 | N/A | 1 | 2 | 3 | 4 | 5 | N/A | \_\_hour (s) ❑ I did not go there |
| Patong Beach | 1 | 2 | 3 | 4 | 5 | N/A | 1 | 2 | 3 | 4 | 5 | N/A | \_\_hour (s) ❑ I did not go there |
| Rawai Beach | 1 | 2 | 3 | 4 | 5 | N/A | 1 | 2 | 3 | 4 | 5 | N/A | \_\_hour (s) ❑ I did not go there |
| Nai Harn Beach | 1 | 2 | 3 | 4 | 5 | N/A | 1 | 2 | 3 | 4 | 5 | N/A | \_\_hour (s) ❑ I did not go there |
| Two Heroines Monument | 1 | 2 | 3 | 4 | 5 | N/A | 1 | 2 | 3 | 4 | 5 | N/A | \_\_hour (s) ❑ I did not go there |
| Chalong Bay | 1 | 2 | 3 | 4 | 5 | N/A | 1 | 2 | 3 | 4 | 5 | N/A | \_\_hour (s) ❑ I did not go there |
| Bang Thao Beach | 1 | 2 | 3 | 4 | 5 | N/A | 1 | 2 | 3 | 4 | 5 | N/A | \_\_hour (s) ❑ I did not go there |
| Nai Yang Beach | 1 | 2 | 3 | 4 | 5 | N/A | 1 | 2 | 3 | 4 | 5 | N/A | \_\_hour (s) ❑ I did not go there |
| Koh Sirae | 1 | 2 | 3 | 4 | 5 | N/A | 1 | 2 | 3 | 4 | 5 | N/A | \_\_hour (s) ❑ I did not go there |
| Rang Hill | 1 | 2 | 3 | 4 | 5 | N/A | 1 | 2 | 3 | 4 | 5 | N/A | \_\_hour (s) ❑ I did not go there |
| Promthep Cape | 1 | 2 | 3 | 4 | 5 | N/A | 1 | 2 | 3 | 4 | 5 | N/A | \_\_hour (s) ❑ I did not go there |
| Phuket Simon Cabaret Show | 1 | 2 | 3 | 4 | 5 | N/A | 1 | 2 | 3 | 4 | 5 | N/A | \_\_hour (s) ❑ I did not go there |
| Siam Niramit | 1 | 2 | 3 | 4 | 5 | N/A | 1 | 2 | 3 | 4 | 5 | N/A | \_\_hour (s) ❑ I did not go there |
| Sarasin Bridge | 1 | 2 | 3 | 4 | 5 | N/A | 1 | 2 | 3 | 4 | 5 | N/A | \_\_hour (s) ❑ I did not go there |

1. Below are the general statements about Phuket as a tourist destination. When you were selecting Phuket as your holiday destination, rate **the level of importance** each of the following characteristics of Phuket made you want to visit. Please rate your feeling by using the scale of 5 = Very important 1 = Not at all important. Also, after your trip in Phuket what are **your satisfaction levels** with Phuket? Please rate your feelings. Choosing 1 means you are very dissatisfied, while choosing 5 means you are very satisfied.

| **Destination Attributes** | Rate the **level of importance** each of the following characteristics of Phuket | | | | | | Now, you have visited Phuket, please indicate your **satisfaction** towards about Phuket. | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Not at all important |  |  |  | Very important | N/A | Very dissatisfied |  |  |  | Very satisfied | N/A |
| Attractiveness of beaches (Patong, Kata, Karon and other beaches) | 1 | 2 | 3 | 4 | 5 | N/A | 1 | 2 | 3 | 4 | 5 | N/A |
| Cleanliness of beaches and sea | 1 | 2 | 3 | 4 | 5 | N/A | 1 | 2 | 3 | 4 | 5 | N/A |
| Availability of space on beaches | 1 | 2 | 3 | 4 | 5 | N/A | 1 | 2 | 3 | 4 | 5 | N/A |
| Facilities provided on beaches | 1 | 2 | 3 | 4 | 5 | N/A | 1 | 2 | 3 | 4 | 5 | N/A |
| Variety of tourist attractions | 1 | 2 | 3 | 4 | 5 | N/A | 1 | 2 | 3 | 4 | 5 | N/A |
| Friendliness of local people | 1 | 2 | 3 | 4 | 5 | N/A | 1 | 2 | 3 | 4 | 5 | N/A |
| Temples and cultural attractions | 1 | 2 | 3 | 4 | 5 | N/A | 1 | 2 | 3 | 4 | 5 | N/A |
| Opportunity to try local food | 1 | 2 | 3 | 4 | 5 | N/A | 1 | 2 | 3 | 4 | 5 | N/A |
| Availability of shopping facilities | 1 | 2 | 3 | 4 | 5 | N/A | 1 | 2 | 3 | 4 | 5 | N/A |
| Local architecture and heritage sites | 1 | 2 | 3 | 4 | 5 | N/A | 1 | 2 | 3 | 4 | 5 | N/A |
| Prices of local transport | 1 | 2 | 3 | 4 | 5 | N/A | 1 | 2 | 3 | 4 | 5 | N/A |
| Network of local transport within Phuket | 1 | 2 | 3 | 4 | 5 | N/A | 1 | 2 | 3 | 4 | 5 | N/A |
| Attitude of local drivers | 1 | 2 | 3 | 4 | 5 | N/A | 1 | 2 | 3 | 4 | 5 | N/A |
| Overall safety of roads | 1 | 2 | 3 | 4 | 5 | N/A | 1 | 2 | 3 | 4 | 5 | N/A |
| Sign posting to tourist attractions | 1 | 2 | 3 | 4 | 5 | N/A | 1 | 2 | 3 | 4 | 5 | N/A |
| Availability of touring services to nearby tourist attractions | 1 | 2 | 3 | 4 | 5 | N/A | 1 | 2 | 3 | 4 | 5 | N/A |
| Variety of leisure activities | 1 | 2 | 3 | 4 | 5 | N/A | 1 | 2 | 3 | 4 | 5 | N/A |
| Availability of nightlife and entertainment activities | 1 | 2 | 3 | 4 | 5 | N/A | 1 | 2 | 3 | 4 | 5 | N/A |
| Availability of facilities for children | 1 | 2 | 3 | 4 | 5 | N/A | 1 | 2 | 3 | 4 | 5 | N/A |
| Variety of accommodation | 1 | 2 | 3 | 4 | 5 | N/A | 1 | 2 | 3 | 4 | 5 | N/A |
| Overall value for money of services provided for tourists (food and beverage, souvenirs, other services) | 1 | 2 | 3 | 4 | 5 | N/A | 1 | 2 | 3 | 4 | 5 | N/A |
| Overall safety and security while travelling | 1 | 2 | 3 | 4 | 5 | N/A | 1 | 2 | 3 | 4 | 5 | N/A |

1. Please indicate the level of agreement concerning the following statements.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Strongly disagree | Disagree | Neutral | Agree | Strongly agree |
|  | 1 | 2 | 3 | 4 | 5 |
| I am willing to recommend my family and friends to visit Phuket for their holiday. |  |  |  |  |  |
| I plan to return to Phuket again in the near future. |  |  |  |  |  |
| I plan to travel to Thailand again for my next holiday. |  |  |  |  |  |
| Overall, Phuket offers me everything I want from my holiday. |  |  |  |  |  |

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| --- |
| **Part 3: Personal information** |

1. Country of origin ………………………………………………………..

1. Gender ❑ Female ❑ Male
2. Age

❑ 18-24 ❑ 25-34 ❑ 35-44

❑ 45-54 ❑ 55-64 ❑ 65 or above

1. Marital Status

❑ Single ❑ Married ❑ In relationship

❑ Separated ❑ Widowed

1. Monthly Income (Thai Baht- THB)

❑ Lower than THB 15,000 ❑ THB 15,001 – 30,000

❑ THB 30,001 – 45,000 ❑ THB 45,001 – 60,000

❑ THB 60,001 – 75,000 ❑ THB 75,001 and above

1. Education Level

❑ Primary School ❑ Secondary School

### ❑ Diploma ❑ Bachelor degree ❑ Master degree ❑ Doctoral degree

1. Occupation

❑ Professional/Technician

❑ Managerial/ Administrative

❑ Business owner

❑ Retiree

❑ Student

❑ Government

❑ Housewife

❑ Others (Please specify) ……………

**☺ Thank you very much for your kind co-operations ☺**