



ภาคผนวก

ลิขสิทธิ์มหาวิทยาลัยเชียงใหม่

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Questionnaires for Research

Subject:

“Performance Analysis of Hostel Business in Muang District, Chiang Mai Province”

Notice:

This documentation is an interviewing questionnaire that would be utilized for the purpose of an independently research at the level of master Degree in Economics, Chiang Mai University. The subject title for the study was as the following:

Studied subject: “Analysis on Hostel Business Potentiality in Muang district, Chiangmai province”

Questionnaire’s details: The questionnaire was composed of 3 parts.

Part 1: General Information of the Guests who had used the Hostel service in Muang district, Chiang Mai province

Part 2: Guest’s behaviors who had used the Hostel service in Muang district, Chiang Mai province

Part 3: Satisfaction and all various factors as well as Hostel’s services

Secret in the utilization of the research data:

Therefore, I would like to ask for your collaboration in the giving of the data and the expression of your view points according to the questions in this questionnaire format. The answers to the questions would be used in the academic analysis without disclosure of individual secrets and their personal details; consequently, it would not disturb nor have any impact on your side. Thus, I would be very much appreciated to your factual information and data given for the sake of my doing research. I want to express my thanks to you, here, with my highly respectful appreciation.

Mr. Borriraks Rattanawangcharoen

A student of the Faculty of Economics

Chiang Mai University

Section 1: General Information of the Guests who had used the Hostel service in Muang district, Chiang Mai province

Please check (✓) into or write number, details in the given spaces

1. Gender

1. Male

2. Female

2. Nationality

1. Europe

2. Americas

3. Africa

4. Asia

5. Australia

6. Thai

2. Age.....

3. Marital Status

1. Single

2. Married

3. Divorced

4. The number of people that travel along with you
(included yourself).....person(s)

5. What is the highest level of education you have completed?

1. High School

2. Bachelor's Degree

3. Master's Degree

4. Doctoral Degree

5. College Certificate 6. Other (please identify).....

6. Occupation

1. Student

2. Government officers

3. Office workers

4. Business owner, partnership

5. Others (please identify)

7. What is your average monthly income?

1. Less than 5,000 baht/month
2. 5,001-10,000 baht/month
3. 10,001-20,000 baht/month
4. 20,001-30,000 baht/month
5. More than 30,000 baht/month



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5. What is the main factor that influences you the most when you decide to choose your accommodation? (More than 1 mark is allowed)

1. Price of accommodation 2. Easiness and convenient
3. The purpose of travel 4. Atmosphere, facilities of the accommodation
5. Etc. (please identify :.....)

6. What is your expected price of stay or the room's price for the hostel?

1. 100-200 Baht/night 2. 201-300 Baht/night
3. 301-400 Baht/night 4. 401-500 Baht/night

7. If you may have an opportunity to visit Chiang Mai province, Thailand again in the future will you stay in the hostel in Chiang Mai or not? If not, why?

1. Absolutely 2. Maybe or May not, depends on the other factors
3. No.....

Section 3 Satisfaction and all various factors as well as Hostel's services

Please make the circle on the level of satisfaction according to the items enlisted in the various categories

Score level 3: means the most satisfaction

Score level 2: means medium satisfaction

Score level 1: means the least satisfaction

Number	Criterion	Indicator	Score
	Category 1: Location and Environment		
1	Hostel location and the convenience of traveling to stay	Most satisfaction	3
		Medium satisfaction	2
		Least satisfaction	1
2	Clearly noticeable sign of the Hostel	Most satisfaction	3
		Medium satisfaction	2
		Least satisfaction	1
3	Wonderful natural surrounding and parking area	Most satisfaction	3
		Medium satisfaction	2
		Least satisfaction	1

Number	Criterion	Indicator	Score
4	Comfortable resident place and convenient reception	Most satisfaction	3
		Medium satisfaction	2
		Least satisfaction	1
5	Bathroom cleanliness, equipment , suitable area	Most satisfaction	3
		Medium satisfaction	2
		Least satisfaction	1
6	Convenient traveling path inside the building	Most satisfaction	3
		Medium satisfaction	2
		Least satisfaction	1

Category 2: Residential Rooms			
1	External factors such as balcony, terrace, lightings, Ventilation, arrangement of items, decoration, and Cleanliness	Most satisfaction	3
		Medium satisfaction	2
		Least satisfaction	1
2	Internal factors such as room numbers, atmosphere, Lightings, ventilation, arrangement of items, decoration, cleanliness and equipment condition	Most satisfaction	3
		Medium satisfaction	2
		Least satisfaction	1
3	Appliances, furniture, plugs, curtain, shelves, cabinets, closet, bed, cleanliness of mattress,, television set, Air-conditioner, and fan etc.	Most satisfaction	3
		Medium satisfaction	2
		Least satisfaction	1
4	Room facilities , for example, rules and regulation, Pillow, bed sheet, trash can, water glasses, Tissue paper, towel, handkerchief , floor carpet, and water	Most satisfaction	3
		Medium satisfaction	2
		Least satisfaction	1
5	Toilet equipment, for instance, water-closet gears, toilet, Shower, hot water equipment, washing basin, towel rails, Soap carrier, Mirror and et cetera	Most satisfaction	3
		Medium satisfaction	2
		Least satisfaction	1

Category 3: Service practice			
1	Dressing of uniforms, cleanliness, neatness, and staff responsibility on the service	Most satisfaction	3
		Medium satisfaction	2
		Least satisfaction	1
2	Guest relation and reception, for example, check-in and Check-out procedure, information, service attendance And et cetera	Most satisfaction	3
		Medium satisfaction	2
		Least satisfaction	1
3	Room service, for instance, service speed, atmosphere, Cleanliness, appliance's condition, furniture, convenience, Helpfulness towards the guests	Most satisfaction	3
		Medium satisfaction	2
		Least satisfaction	1
4	Additional service, such as dining rooms, laundry, Tour & Travel service, internet, mini-bar, souvenirs and Gift shop, book store, spa and massage and so on	Most satisfaction	3
		Medium satisfaction	2
		Least satisfaction	1

Number	Criterion	Indicator	Score
	Category 4: Security System		
1	Security system and guardian shifts	Most satisfaction	3
		Medium satisfaction	2
		Least satisfaction	1
2	Housing drug cabinet, and first aids equipment	Most satisfaction	3
		Medium satisfaction	2
		Least satisfaction	1
3	Fire alarm and equipment, for instance, preventive gears, And fire exit for escape in case of fire	Most satisfaction	3
		Medium satisfaction	2
		Least satisfaction	1
4	Emergency communication system for urgent incidents, Rapid rescue team for emergency situation to help Hostel guests	Most satisfaction	3
		Medium satisfaction	2
		Least satisfaction	1
5	Room security, for instance, re-enforced door lock and Working condition of the door locks	most satisfaction	3
		Medium satisfaction	2
		Least satisfaction	1

Category 5: Resource & Environmental community			
1	Environmental resources and energy, for example, garbage and trash cans, waste water system, and human resource Economic assistance on environmental preservation	Most satisfaction	3
		Medium satisfaction	2
		Least satisfaction	1
2	Community aspect, for instance, culture, tradition, Activities that guest could participate in the operation, Guests could wear local made clothing and costumes	Most satisfaction	3
		Medium satisfaction	2
		Least satisfaction	1
3	Social aspects, for instance, never allow prostitutes nor Illegally acted items, watch out for illegal aspects by Asking co-operation from the guests	Most satisfaction	3
		Medium satisfaction	2
		Least satisfaction	1
4	Human right, for example, respect all religions, races, and genders, treat them with equal human right, not allow utilization of Children labor, and treat all guests equally	Most satisfaction	3
		Medium satisfaction	2
		Least satisfaction	1

	Category 6: Additional Characteristics		
1	Room sale had been advertised through mass media Internationally and respectively	Most satisfaction	3
		Medium satisfaction	2
		Least satisfaction	1
2	Hostel's Business Reputation; celebrity, fame	Most satisfaction	3
		Medium satisfaction	2
		Least satisfaction	1

Other opinions:

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Thank you very much for your time and your kindness.

ประวัติผู้เขียน

ชื่อ-สกุล

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