



ภาคผนวก

ลิขสิทธิ์มหาวิทยาลัยเชียงใหม่

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ภาคผนวก ก

No _____

QUESTIONNAIRE

This questionnaire is part of an Independent Study for a Master Degree in Business Administration. The main purpose is to study factors affecting foreigner's selection of Thai language schools in Mueang District, Chiang Mai Province.

I PERSONAL PROFILES

1. Gender: Male Female
2. Age Group: Below 20 years old
 20 – 29 years old
 30 – 39 years old
 40- 49 years old
 50 – 59 years old
 60 years old and over
3. Nationality: American
 English
 German
 French
 Canadian
 Others (specify).....
4. Occupation: Business owner (specify business).....
 Business employee (specify business).....
 Government employee (specify country).....
 Professional and technician (specify).....
 Missionary
 Others (specify).....
5. What is your first objective of coming to Chiang Mai?
 Vacation
 Meeting or conference
 Visiting family or friends
 Medical treatment
 Business
 Others (specify).....
6. How long do you plan to stay in Chiang Mai?
 1 day – 1 week
 longer than 1 week – 1 month
 longer than 1 month – 3 months
 longer than 3 months – 6 months
 longer than 6 months – 1 year
 longer than 1 year (specify).....

7. How many times have you been to Chiang Mai?

- Once
 Twice
 3 times
 4 times
 5 times
 more than 5 times (specify).....

8. Which school are you attending?

- American University Alumni Language Center
 Payap University
 YMCA Language Center
 Corner Stone Language Center
 Chiang Mai University
 Others (specify).....

9. Why did you choose to study Thai language (choose all that apply)

- To be able to understand and communicate with native people
 For business communication
 For social activities
 Persuasion from friends or colleagues
 Personal interested
 Others (specify).....

10. Why did you choose to study in this school? (choose all that apply)

- The school is well-known
 It is the cheapest
 The school is located near my accommodation or work place.
 This is the first school that I found
 Someone I've known, studied in this school before
 Others (specify).....

11. How did you hear about this school? (choose all that apply)

- Friends / colleagues
 Guide book
 Travel agent
 Internet
 Newspaper (specify).....
 Others (specify).....

II SERVICE MARKETING MIX FACTORS AND OTHER FACTORS

No. 12-16, how important was each following factor in your decision to select Thai language schools in Mueang District, Chiang Mai Province. (Please give answer to every item – non marking item will be assumed as “not at all important”)

	Very Important			Not at all Important	
12. Product Factors (courses and materials)					
There is a speaking course	5	4	3	2	1
There is a reading & writing course	5	4	3	2	1
There is a Thai cultural study course	5	4	3	2	1
There is a Northern language course	5	4	3	2	1
There is on the field practicing	5	4	3	2	1
The school provide student visa	5	4	3	2	1
The school has own created language book	5	4	3	2	1
There are exercise books for practicing	5	4	3	2	1
There are cassette tapes	5	4	3	2	1
There are CDs	5	4	3	2	1
There is website	5	4	3	2	1
There are off-side teachers coming to teach at student's place	5	4	3	2	1
Other (please specify)	5	4	3	2	1
13. Price Factor					
Study rate is stated clearly	5	4	3	2	1
The opportunity to negotiate study rate and bargain	5	4	3	2	1
Be able to pay in installments	5	4	3	2	1
Cheaper when study for more hours	5	4	3	2	1
Other (please specify)	5	4	3	2	1
14. Promotion Factors					
There is a brochure of the school	5	4	3	2	1
Regularly advertises through newspaper and guide book	5	4	3	2	1
Be easily found by searching through search engine ex: Google	5	4	3	2	1
Provide a member card that has a study fee discounting	5	4	3	2	1
Provide a special promotional program ex: Study 2 courses get 5% discount	5	4	3	2	1
Other (please specify)	5	4	3	2	1
15. People Factors					
Front desk staffs					
Speak English fluently	5	4	3	2	1
Be friendly	5	4	3	2	1
Be good looking	5	4	3	2	1
Be quick to give service	5	4	3	2	1
Be able to answer the question clearly and accurately	5	4	3	2	1
Always smile	5	4	3	2	1
Use gentle and nice words in greeting and saying good bye	5	4	3	2	1
Instructors					
Instructors are graduated in teaching	5	4	3	2	1
Instructors are fluent in English	5	4	3	2	1
Instructors are friendly	5	4	3	2	1
Instructors are good looking	5	4	3	2	1
Other (please specify)	5	4	3	2	1

16. Distribution Factors					
There is phone registration and reservation	5	4	3	2	1
There is online registration and reservation	5	4	3	2	1
There is e-mail registration and reservation	5	4	3	2	1
There is walk in registration and reservation	5	4	3	2	1
Accept major credit cards	5	4	3	2	1
Close to community	5	4	3	2	1
There are many branches locating in many area	5	4	3	2	1
The office open early in the morning like 07.00 am	5	4	3	2	1
Other (please specify)	5	4	3	2	1
17. Physical Evidence Factors (Place: What the school looks like)					
The name / reputation of the school	5	4	3	2	1
Air-conditioned study room	5	4	3	2	1
Big study room	5	4	3	2	1
Library in the school	5	4	3	2	1
Clean places ex: study room, baht room, library	5	4	3	2	1
Internet service in the school	5	4	3	2	1
Snack bar in the school	5	4	3	2	1
Sufficient parking lot in the school	5	4	3	2	1
Other (please specify)	5	4	3	2	1
18. Process Factors (How the school works on their student info and advertisements)					
Always record student personal info and the study progress so that when students come back, it will be easy to continue the lesson.	5	4	3	2	1
Provide certificate when finish the course	5	4	3	2	1
Offer flexible schedule adjustment	5	4	3	2	1
The registration form is easy and convenient to fill	5	4	3	2	1
Other (please specify)	5	4	3	2	1

19. What does effect your decision in choosing a Thai language school in Chiang Mai the most?
(mark one answer only)

- Products (What courses and materials are like)
- Price
- Promotion
- People (How front desk staffs and instructors treat you)
- Place (How the school sell their language courses)
- Physical Evidence (What the school looks like)
- Process (How the school works on their student info and advertisements)

III PROBLEM(S) AND SUGGESTION(S)

20. Which problem(s) did you face when study in Thai Language school?

	Yes	Suggestion(s)
The courses are not really fit to what I really want to learn.		
Price is too expensive.		
There is no any promotion.		
Staffs are not friendly.		
There is only walk-in registration		
Bathroom is not clean.		
There is no student progress recording. Every time I come back to study, we have to talk again and again about which level I am.		
Others (specify)		

Other suggestion / comments:

.....

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ภาคผนวก ข รายละเอียดหลักสูตรและค่าเรียนของแต่ละสถาบัน

1. สถาบันสอนภาษาวายเอ็มซีเอ YMCA language school

Class	Fees	Time	Hours	Day
Standard Thai (speaking and listening)	L.1,2,3 1,600฿	10.00-12.00	30	M,W,F
Thai Script (reading and writing)	L.1,2,3 1,800฿	13.00-15.00	30	M,W,F
Elementary Thai	L.1,2,3 1,800฿ L.4,5,6 2,100฿	16.00-18.00	30	M,W,F
Intensive Thai (speaking and writing)	L.1,2 3,500฿	09.30-12.00	50	Tue,Thu
Exam Prep.Thai	3,500฿	10.00-12.00	40	Tue,Thu
Essential Thai (special Thai course)	300฿ / Topic (2 hrs) 1,000฿ / course (10 hrs)	13.30-15.30	-	M-F

* Maximum of 10, Minimum of 3 students per class

Address: The Educational and Vocational Development Institute

11 Soi Mengrairassamee Sermsuk Rd. T.Changpuak

A.Muang, Chiang Mai, Thailand 50300

Tel: (66) 0-5322-1819 Fax: (66) 0-5321-5523

E-mail: cmymcaschool@ymcachiangmai.org

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2. สถาบันสอนภาษาเอยูเอ AUA language Center

Group Instruction: Classes meet 2 hours per day, Monday – Friday, for approx. 60 hours.

Book 1	3,900 baht
Book 2.....	3,900 baht
Book 3.....	3,900 baht
“Small talk”.....	3,900 baht
“Basic Reading & Writing”.....	3,900 baht
“Reading & Writing More”.....	3,900 baht

Individual Instruction: Class times and days are made upon arrangement, but a minimum of 25 hours is suggested. Students who miss class lose the time; hours will not be made up so please schedule classes carefully. 1 – 4 students can study on a individual basis.

1-2 students...at AUA.....	270 baht/hour
.....at your home/office.....	310 baht/hour
3 students.....at AUA.....	310 baht/hour
.....at you home/office.....	360 baht/hour
4 students.....at AUA.....	380 baht/hour
.....at your home/office.....	420 baht/hour

All AUA Thai course textbooks are priced at 250 baht each.

Address: Thai Course Manager AUA Thai Course Department 73 Rajadamnern Road

Chiang Mai, Thailand 50200

Tel: (66) 0-5327-8407 (66) 0-5327-7951

Fax: (66) 0-5321-1973 attn:AUA Thai Department

E-mail: cm-thai@auathailand.org or cmlibrary@auathailand.org attn: Thai Course Manager

3. สถาบันสอนภาษาcornerstone Corner stone language Center (CLC)

1. Thai Phonetic Warm – Up	7 - 10 days	During these sessions the language learner is introduced to the phonetic sounds of the Thai language.
2. Conversational Thai Module 1	20 lessons 8 weeks	Each lesson has vocabulary, a dialogue, and sentence patterns. In class, mimicry is followed by structured and free conversation practice under the teacher's supervision.
3. Conversational Thai Module 2	20 lessons 8 weeks	Lessons are written in phonetics with English meaning.
4. Conversation Thai Module 3	20 lessons 8 weeks	Lessons in Thai script are available for a minimal fee for those who want to use a Thai language helper for conversation outside of class time. The average class.
5. Thai Kindergarten	18 lessons 2 weeks	Learn the Thai alphabet
6. Reading & Writing Module 4	34 lessons 8 weeks	Learn to read and write Thai and to learn the spelling of more common words.
7. Initial Communication Module 5	69 lessons 6-8 weeks	Practice reading Thai script while reviewing familiar sentence patterns from Modules 1-3. Also read stories from Thai Grade 1 reader.
8. Life Of Christ	4 weeks	Practice reading selections from the 4 gospels in simple Thai.
9. Thai Life 1 Module 6	20 lessons 8 weeks	Stories about life in Thailand. Each lesson is a short story with vocabulary and sentence patterns.
10. Bible 1	20 lessons 4 weeks	Meetings, prayers, Bible stories and witnessing.
11. Thai Life 2 Module 7	20 lessons 8 weeks	More about life in Thailand.
12. Buddhism	9 lessons 2-3 weeks	Understanding Buddhism's beliefs and practices.
13. Social Problems Module 8	10 lessons 2-3 weeks	Discuss common social problems in Thailand.
14. Bible 2	20 lessons 4 weeks	Study selected Bible stories& telling them using the chronological approach to evangelism.

15. Official Communications Module 9 15 lessons
3 weeks How to meet public officials and tips on preparing government forms.
16. Thai Holidays Module 10 20 lessons
6 weeks Thai public holidays and special Buddhist days explained.
17. P. 6 Test preparation 2-3 months Special advanced instruction and practice in reading and writing using different formats.
18. Electives: Handyman, Kitchen Communications, Thai typing, Newspaper, Doctor, Chronological Teaching 1&2, History of Thailand.

The duration shown is the average amount of time students need for the modules. Depending on the circumstances (individual/ group etc.) the time taken may vary.

Course Fee

INDIVIDUAL CLASS	Consistent Study Rate	Consistent Study Rate	Flexible Study Rate
FULL-TIME	2 months	3 months	< than 2 months
per month	5900	5800	7700
per week	1475	1450	1925
per hour	147.5	145	192.5

INDIVIDUAL CLASS	3-days / week	2-days / week
PART-TIME	Monday Wednesday Friday	Tuesday Thursday
Per month	5200	3000
Per week	1300	750
Per hour	216	187.5

GROUP CLASS	2 Persons	3 Persons	4 Persons	5-persons
FULL-TIME	per person	per person	per person	> 5-persons
Per month	5200	4200	4000	3900
Per week	1300	1050	1000	975
per hour	130	105	100	97.5

GROUP CLASS	3-days / week	2-days / week
PART-TIME	Monday Wednesday Friday	Tuesday Thursday
2 Persons	per person	per person
per month	3500	2500
per week	875	625
per hour	146	156

GROUP CLASS	3-days / week	2-days / week
PART-TIME	Monday Wednesday Friday	Tuesday Thursday
3 Persons or more	per person	per person
per month	3200	2200
per week	800	550
per hour	133	137.5

INDIVIDUAL 3/2 ARRANGEMENT	Consistent Study Rate 2 months		Flexible Study Rate < than 2 months	
	per month	3800	2500	4800
per week	950	625	1200	750
per hour	158	156	200	187.5

INDIVIDUAL CLASS	2-days / week	3-days / week	5-days / week
Evening Study at Home			
per month*	3500	5300	8000
per week	880	1320	2000
per hour	220	220	200

GROUP CLASS	2-days / week	3-days / week	5-days / week
Evening 2 persons	per person	per person	per person
Study at Home			
per month*	2400	3600	6000
per week	600	900	1500
per hour	150	150	150

- All fees are inclusive of 7% VAT
- School fees for evening home lessons are calculated based on the number of actual lessons taken. (depending on the number of days in the particular month)

Address: 178/233 Muu 7 T.Nongkhwaay A.Hangdong Chiang Mai, Thailand 50230

Tel: (66) 0-5383-9326

Fax: (66) 0-5383-9327

E-mail: CLC1@cornersotone-language-center.com

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4. โครงการจัดตั้งสถาบันภาษา มหาวิทยาลัยพายัพ Language Institute Project Payap

University

Intensive Thai Program (ITP) offers a continuous cycle of 60-hour courses designed to provide students with an effective, efficient introduction to Thai language and culture.

There are 5 levels of ITP courses. The first two Beginner and Intermediate – are for those who want to improve their oral skills, whereas the last three Reading and Writing, Advanced I, and Advanced II – focus on the development of all four skills.

Fee for each course is 7,000 baht (US \$175)

Academic Thai for Non-native Speakers This proficiency-based program, known among students as the FLAT program, is designed to help non-native students develop their Thai language competency so as to equip themselves with enough knowledge of Thai language in preparation for higher level of learning and/or communication. Based on the ACTFL Proficiency Guideline, the program offers courses from a novice level to an advanced level.

Course List

Fundamental Thai for Non-native Speakers

Listening and Speaking Thai for Non-native Speakers I

Listening and Speaking Thai for Non-native Speakers II

Listening and Speaking Thai for Non-native Speakers III

Listening and Speaking Thai for Non-native Speakers IV

Reading and writing Thai for Non-native Speakers I

Reading and writing Thai for Non-native Speakers II

Reading and writing Thai for Non-native Speakers III

Reading and writing Thai for Non-native Speakers IV

Academic Thai for Non-native Speaker I

Academic Thai for Non-native Speaker II

Course Schedule

1st semester mid Aug to mid Dec

2nd semester mid Jan to mid May

Summer semester June to July

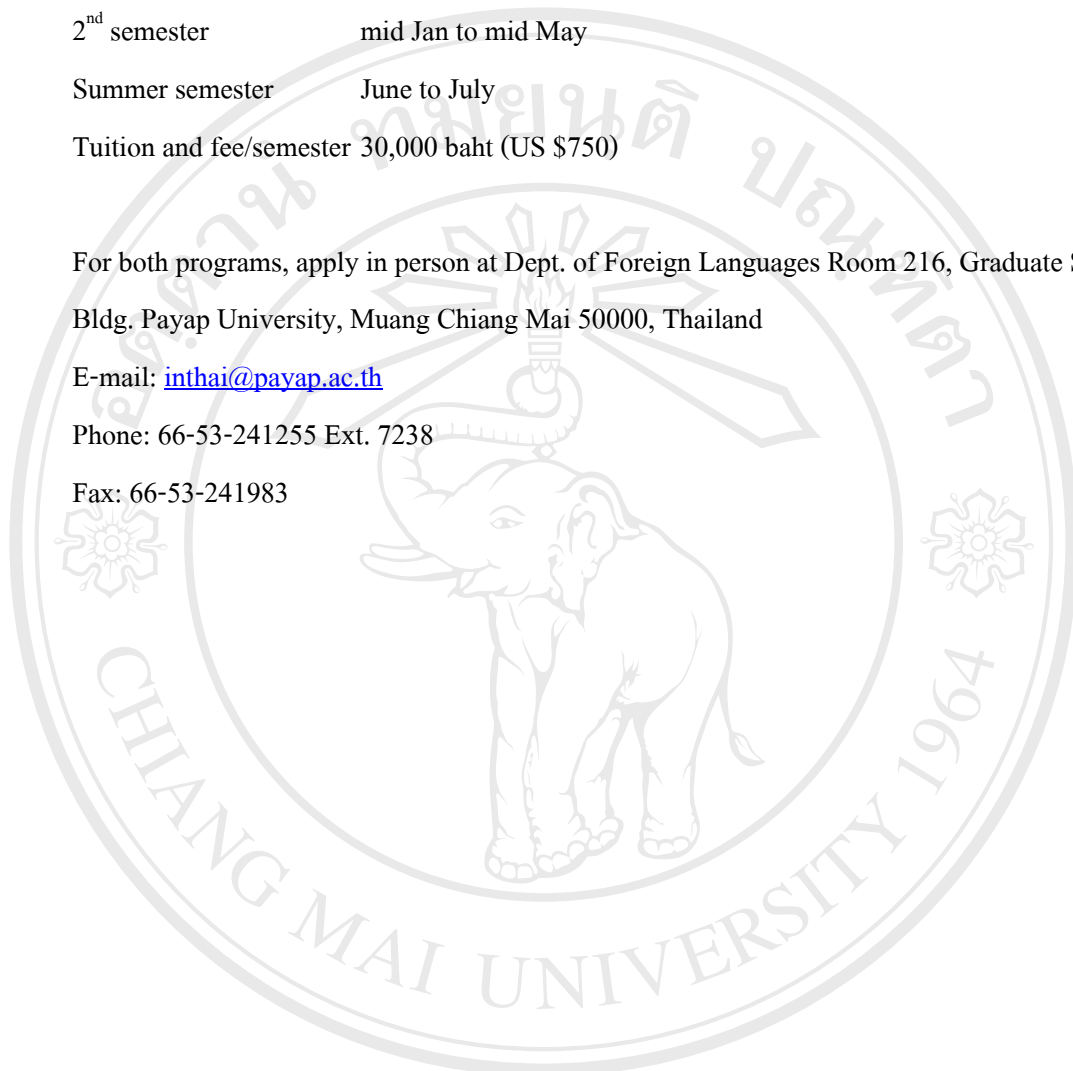
Tuition and fee/semester 30,000 baht (US \$750)

For both programs, apply in person at Dept. of Foreign Languages Room 216, Graduate School Bldg. Payap University, Muang Chiang Mai 50000, Thailand

E-mail: inThai@payap.ac.th

Phone: 66-53-241255 Ext. 7238

Fax: 66-53-241983



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ประวัติผู้เขียน

ชื่อ นายธนพงศ์ สังข์แก้ว

วัน เดือน ปี เกิด 29 ตุลาคม 2522

ประวัติการศึกษา

- ปริญญาตรีรัฐศาสตรบัณฑิต มหาวิทยาลัยเชียงใหม่ ปีการศึกษา 2543
- มัธยมศึกษาปีที่ 6 โรงเรียนปรินส์รอยแยลส์วิทยาลัย จังหวัดเชียงใหม่ ปีการศึกษา 2539

ประวัติการทำงาน

- สิงหาคม 2545 – ปัจจุบัน 2549 อาจารย์สอนภาษาไทยให้กับชาวต่างประเทศอิสระ
- เมษายน 2544 – สิงหาคม 2545 ฮาร์เวสไดนามิก อินเตอร์เนชันแนล

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