

## Appendix : Questionnaires

Hello Dearest!!!

How are you? My name is Thanh Binh Trieu, a Master of Business Administration student in Siam University, Bangkok, Thailand. My topic is A Study of Preference of Tourism sites In Soc Trang City, Vietnam. So in order to complete this useful topic, I have to study research (survey) with depends on your participation to complete my task.

I am very grateful for your participation in my research to answer the questions on this attached data sheet. Hope that your participation will provide me a confidential research and importance to complete my Independent Study. And the end I will access your identification in my data, your individual responses will not be released nor will any joint with your individual responses and you be made.

Finally, I would like to express deeply thank you for your confidential participation in my research.

### Part 1: Demographics Responses

Please complete the following questions and indicate your personal data that appropriate by placing a check mark in box  that the best describe your current situation.

1. What is your nationality?

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2. What is your gender?

Male  Female

3. How old are you?

18-22  23-28  29-35

36-41  42-47  48-55+

4. Education Background:

High School  Bachelor's Degree  Master and above

5. What is your present occupation?

Government Officer  Own Business  Others

Private business employee  Student

6. What is your average monthly income?

- \$150-250       \$251-350       \$351-450  
 \$451-\$550       \$551-650       \$651+

## Part 2: Tourists' Interest in Travel

Please give me your best answer by checking mark in the box

1. Who do you travel with?

- Alone                       Family/ relative  
 With friends               Tour package

2. How kind of modes you travel to Soc Trang City?

- Bus/Car       Waterway       by Motorcycle       Airway

3. What are the main purpose traveling to Soc Trang City?

- Business       Study       Meeting       Relaxation

4. What are your main interested in Soc trang City?

- Ecotourism Sites       Historical tourism sites  
 Cultural tourism sites

5. What kind of accommodation do you have intend to stay?

- Hotel                       Guesthouse               Others

6. How long have you been in Soc Trang?

- Two days                   Three days  
 Four days                   Five days more

7. How many time do you have been Soc Trang?

- One time                   Two times  
 Three times               More three times

8. What do you think about the tourism services in Soc Trang City?

- Good                       Satisfaction  
 Very good               Need improvement

**Part 3:** Please express on point of view around development of tourism sites in Soc Trang City. By following indicators in the below columns:

Satisfaction Level 5= very Satisfied, 4= Satisfied, 3= Neutral, 2= Dissatisfied, 1= Very Dissatisfied.

Indicators	Level of Satisfaction				
	5	4	3	2	1
Please remark (✓)					
1. Tourism is good for Vietnam?					
2. You personally benefit from the tourism?					
3. Tourism has the following affects?					
4. Tourism of Freshwater lake culture creates jobs for local people?					
5. Restaurant and Service employee in Binh An tourist area?					
6. Cooperation Hotel of Soc Trang City raises prices of goods?					
7. Helps the community obtain services?					
8. Are welcome					
9. Local people are friendly?					
10. Are given a special treatment?					
11. You're feeling as tourist visiting Soc Trang City?					
12. Direction tourism Wat Khleang, Bat, Buu Son Tu , and Wat Srolon?					
13. Are exploited for money?					

Your suggestions and feedbacks for tourism sites in Soc Trang City.....

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Finally, again I would like to express and deep thanks to your participation information. I really enjoy talking with you and appreciate your kindness. Have a good trip, enjoy and safe return.

Thank you for your valuable time and feedback.