

An investigation about the promotion of film and television programs in Ayutthaya tourism

Dear Mr. / Madam:

Hello! I am a graduate student in Business Administration of Siam University. I am conducting a questionnaire about the promotion of film and television programs Ayutthaya tourism . I would like to invite you to take a few minutes to help me with this questionnaire. I will be very grateful for your participation in this survey.

The first part is the basic information, the second part is the destination attribute of Ayutthaya, the third part is the role of Ayutthaya to promote the production of films and television programs, the fourth part is the role of film and television to promote Ayutthaya tourism, according to your degree of approval. This questionnaire is anonymous. All data are used for statistical analysis only. I will keep your privacy confidential. Please fill out the questionnaire trustingly.

Part 1: Demographic

1. Gender

- Male
- Female

2. Income/ monthly

- Less than \$1,000
- \$1,000- 2,000
- \$2,001-3,000
- \$3,001-4,000
- More than \$4,000

3. Occupation

- Private employee
- Government employee
- Business owner

Student

Others(please specify)

4. Number of visits

Once

Twice

Thrice

Many times

Part 2 for Ayutthaya destination attributes:

5. Ayutthaya destination attributes What image do you currently have of Ayutthaya?

Temples

Museums

Palaces

Floating market

Parks

Food

6. From where did you get the image of Ayutthaya?

Newspapers

Sightseeing's

Magazines

Internet

Word of mouth

7. Do you think that films and TV programs (Such as Love Destiny) should be made in Ayutthaya?

1= strongly think so

2= Think so

3= don't know

4= don't think so

5= strongly don't think so

8. Do you believe that in Ayutthaya there are various places which should be shown in Films and TV programs (Such as Love Destiny)?

Strongly believe so = 1

Believe so = 2

No idea = 3

Don't believe so = 4

Strongly don't believe so = 5

9. Do you agree that if films and TV programs (Such as Love Destiny) show Ayutthaya image can bring more people to visit?

Strongly agree = 1

Agree = 2

Neutral = 3

Disagree = 4

Strongly disagree = 5

10. Would you be interested to visit if films and TV programs show Ayutthaya image in the future?

Definitely would be = 1

Would be = 2

Maybe or may be not = 3

Wouldn't be = 4

Definitely wouldn't be = 5

Part 3.: Films and TV series making promotion:

Questions	Strongly agree = 1	Agree = 2	Neutral = 3	Disagree = 4	Strongly disagree = 5
11. Do you think that Film and TV programs should show historical culture to improve the culture knowledge of audiences?					
12. Do you agree that floating markets/Huis' Street shown in film and TV programs to show the characteristics of the city					
13. Do you think local festivals and festival activities should be shown in films and TV programs to influence					

people to visit ?					
14.Do you think the local food should be shown in film and TV programs to influence to try?					
15.Do you feel that showing temples tombs and pagodas should be a great source of knowledge for pilgrimage people to visit?					
16.Do you think that mountains and waterfalls scenes should be shown in films and TV programs to make the image of city more stereoscopic and specific?					
17.Do you think that showing climate and natural scenery in films and TV programs can actually led people to decide their next traveling destination spot?					
18.Do you agree if films and TV programs show historic site can bring more researchers to visit that place for research purposes?					

Part 4: Tourism in Ayutthaya and Xian provinces:

Questions (For Ayutthaya tourist)	Strongly	Agree	Neutral	Disagree	Strongly
Films and TV programs (such as Love Destiny) promote	Agree = 1	= 2	= 3	= 4	Disagree = 5
19. Shopping tourism (such as souvenirs, ancient clothes and jewellery)					
20. Gourmet food tourism (such as green mango with sauce, Moo Sarong)					
21. Pilgrimage tourism (such as Wat Mahathat temple)					
22. Heritage tourism (such as Bangpain)					
23. Educational tourism (History of Thailand)					
24. Scientific research tourism (History and cultural relics research)					
25. Honeymoon tourism					
26. Film-induced tourism (Wearing ancient clothes to cosplay the characters in the Love Destiny and take the photo)					

An investigation about the promotion of film and television programs in Xi'an tourism

Dear Mr. / Madam:

Hello! I am a graduate student in Business Administration of Siam University. I am conducting a questionnaire about the promotion of film and television programs Xi'an tourism . I would like to invite you to take a few minutes to help me with this questionnaire. I will be very grateful for your participation in this survey.

The first part is the basic information, the second part is the destination attribute of Xi'an, the third part is the role of Xi'an to promote the production of films and television programs, the fourth part is the role of film and television to promote Xi'an tourism, according to your degree of approval. This questionnaire is anonymous. All data are used for statistical analysis only. I will keep your privacy confidential. Please fill out the questionnaire trustingly.

Part 1: Demographic information

5. Gender

Male

Female

6. Income/ monthly

Less than \$1,000

\$1,000- 2,000

\$2,001-3,000

\$3,001-4,000

More than \$4,000

7. Occupation

Private employee

Government employee

Business owner

Student

Others(please specify)

8. Number of visits

Once

Twice

Thrice

Many times

Part 2. For Xian destination attributes:

5.What image do you currently have of Xian?

Temples

Parks

Food

Museums

Climate

Palaces

6.From where did you get the image of Xian?

Newspapers

Sightseeing's

Magazines

Internet

Word of mouth

7. Do you think that films and TV programs should be made in Xian?

Strongly think so = 1

Think so = 2

Don't know = 3

Don't think so = 4

Strongly don't think so = 5

8. Do you believe that in Xian there are various places which should be shown in Films and TV programs?

Strongly believe so = 1

Believe so = 2

No idea = 3

Don't believe so = 4

Strongly don't believe so = 5

9. Do you agree that if films and TV programs show Xian image can bring more people to visit?

Strongly agree = 1

Agree = 2

Neutral = 3

Disagree = 4

Strongly disagree = 5

10. Would you be interested to visit if films and TV programs show Xian image in the future?

Definitely would be = 1

Would be = 2

Maybe or may be not = 3

Wouldn't be = 4

Definitely wouldn't be = 5

Part 3.:Films and TV series making promotion:

Questions	Strongly agree = 1	Agree = 2	Neutral =3	Disagree = 4	Strongly disagree = 5
11.Do you think that Film and TV programs should show historical culture to improve the culture knowledge of audiences?					
12.Do you agree that floating markets/Huis' Street shown in film and TV programs to show the characteristics of the city					
13.Do you think local festivals and festival activities should be shown in films and TV programs to influence people to visit ?					
14.Do you think the local food should be shown in film and TV programs to influence to try?					

15.Do you feel that showing temples tombs and pagodas should be a great source of knowledge for pilgrimage people to visit?					
16.Do you think that mountains and waterfalls scenes should be shown in films and TV programs to make the image of city more stereoscopic and specific?					
17.Do you think that showing climate and natural scenery in films and TV programs can actually led people to decide their next traveling destination spot?					
18.Do you agree if films and TV programs show historic site can bring more researchers to visit that place for research purposes?					

Part 4:Tourism in Ayutthaya and Xian provinces:

Questions (For Xi'an tourist)	Strongly Agree = 1	Agree = 2	Neutral = 3	Disagree = 4	Strongly Disagree = 5
Films and TV programs (such The Legend of Miyue) promote					
19.Shopping tourism (such as souvenirs, ancient clothes and jewellery)					

<p>20.Gourmet food tourism</p> <p>(such as lamb small steamed bun, Rougamo, steamed cold noodle)</p>					
<p>21.Pilgrimage tourism</p> <p>(Jingye temple,Mosque)</p>					
<p>22.Heritage tourism</p> <p>(Site of the Efang Palace,Daming Gong Palace)</p>					
<p>23.Educational tourism</p> <p>(Chinese history and culture education)</p>					
<p>24.Scientific research tourism</p> <p>(History and cultural relics research)</p>					
<p>25.Honeymoon tourism</p> <p>(Natural scenery)</p>					
<p>26.Film-induced tourism</p> <p>(Wearing ancient clothes to cosplay the characters in the The Legend of Miyue and take the photo)</p>					