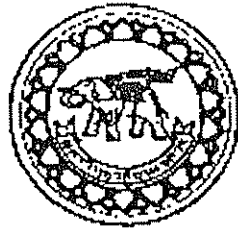






APPENDIX A

Questionnaire in English Version



Master of Arts in International Tourism and Hotel Management
International Tourists' Satisfaction towards Environment Management
in Sukhothai Historical Park

As part of tourism project at Naresuan University, I am conducting a survey on the satisfaction of international tourist towards environment management in Sukhothai Historical Park. The outcomes of this survey will enable the government, TAT and associated organizations to maintain and improve its services.

I assure you that all answers will be kept strictly confidential. If you require any further question, please contact me at mobile phone number 09-4378011 or e-mail address at suwimots@hotmail.com. Your assistance in completing all sections of this questionnaire is greatly appreciated.

Please indicate your response by either filling in the blank, circling the number or ticking the box, as appropriate.

Remark: This questionnaire has 3 sections:

- Section 1 Personal Data
- Section 2 Opinion of international tourists' satisfaction toward
environment management in Sukhothai Historical Park
- Section 3 Suggests for development

Section 1: Personal data

1. Gender

Male Female

2. Your Region

Asia Europe The America
 Africa Australia/New Zealand

3. Your Age

Under 20 years 21 – 30 years 31 – 40 years
 41 – 50 years 51 – 60 years Over 60 years

4. Your Occupation

Government Official Commercial Personnel Student
 Employee Other.....

Section 2: Opinion of international tourists' satisfaction toward environment management in Sukhothai Historical Park

Please indicate your rating on each of the following statements by circling the number from one (1) (very poor) to five (5) (excellent).

Strongly disagree = 1 Somewhat agree = 4
 Somewhat disagree = 2 Strongly agree = 5
 Average = 3

Physical

Titles	Satisfaction Levels				
	5	4	3	2	1
1. Visibility of scenery and environment	5	4	3	2	1
2. Accessibility to area	5	4	3	2	1
3. Attractive of tourist site	5	4	3	2	1
4. Completeness of historical site	5	4	3	2	1

Infrastructure and Facilities

Titles	Satisfaction Levels				
	5	4	3	2	1
1. Parking area	5	4	3	2	1
2. Entrance	5	4	3	2	1
3. Toilets	5	4	3	2	1
4. Footpath	5	4	3	2	1
5. Telephones	5	4	3	2	1
6. Sign posts	5	4	3	2	1
7. Food and Beverage shops	5	4	3	2	1
8. Souvenir shops	5	4	3	2	1
9. Tram car	5	4	3	2	1
10. Tourist Information Center	5	4	3	2	1

Administrative and Management

Titles	Satisfaction Levels				
	5	4	3	2	1
1. The production of mass for promote historical site such as brochure	5	4	3	2	1
2. Convenient opening hours to the tourist	5	4	3	2	1
3. Maintain and take care of area	5	4	3	2	1

Section 3. Suggestions for development

Other suggestions/recommendations to improve

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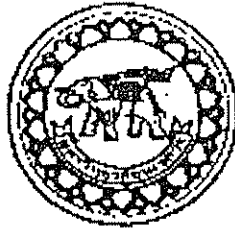
☺ Thank you very much for your assistance in completing this questionnaire ☺



APPENDIX B

Questionnaire in French Version

มหาวิทยาลัยนเรศวร



Maîtrise dans le tourisme international et gestion d'hôtel Satisfaction des touristes internationaux envers la gestion de l'environnement Au parc historique de Sukhothai

Faisant partie du projet de tourisme l'université' de Naresuan, je conduis un sondage sur la satisfaction des touristes internationaux vers la gestion d'environnement du parc historique de Sukhothai. Les résultats de ce sondage permettront au gouvernement, aux organismes et associations de TAT de maintenir leurs services.

Je vous assure que toutes les réponses seront strictement confidentielles. Si vous avez d'autres questions, si contactez-moi au numéro 09-4378011 ou l'adresse E-mail suwimols@hotmail.com. Votre aide en remplissant toutes les sections de ce questionnaire est grandement appréciable.

Veillez indiquer votre réponse en complétant les blancs, entourant le nombre ou cochant la boîte appropriée.

Remarque : Ce questionnaire a 3 sections :

Section 1 : Les caractéristiques des touristes internationaux.

Section 2 : Opinion de Satisfaction des touristes internationaux sur la gestion d'environnement du parc historique de Sukhothai

Section 3 : Suggestions pour le développement.

Section 1: Les caractéristiques des touristes internationaux

1. Sexe

Masculine Feminine

2. Nationalité

Asie Europe Amérique

Afrique Australia/New Zealand

3. Age

Antérieur 20 ans 21 – 30 ans 31 – 40 ans

41 – 50 ans 51 – 60 ans Supérieur 60 ans

4. Profession

Travailleur du gouvernement Commerçants

Etudiant Autre.....

Section 2: Opinion de Satisfaction des touristes internationaux sur la gestion d'environnement du parc historique de Sukhothai

Fort désaccord en quel que sorte = 1 Accord = 4

En quelque sorte en accord = 2 Satisfait = 5

Moyen = 3

Physique

Titres	Niveaux de satisfactions				
	5	4	3	2	1
1. Visibility of scenery and environment	5	4	3	2	1
2. Accession to area	5	4	3	2	1
3. Attractive of tourist site	5	4	3	2	1
4. Completeness of historical site	5	4	3	2	1

Infrastructure and Facilities

Titres	Niveaux de satisfactions				
	5	4	3	2	1
1. Parking area	5	4	3	2	1
2. Entrance	5	4	3	2	1
3. Toilettes	5	4	3	2	1
4. Footpath	5	4	3	2	1
5. Téléphone	5	4	3	2	1
6. Poste	5	4	3	2	1
7. Food and Beverage shops	5	4	3	2	1
8. Boutiques	5	4	3	2	1
9. Tram car	5	4	3	2	1
10. Centre des informations touristiques	5	4	3	2	1

Section 3: Suggestions pour le développement.

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☺ Merci beaucoup pour votre participation en ayant complétant ce questionnaire ☺



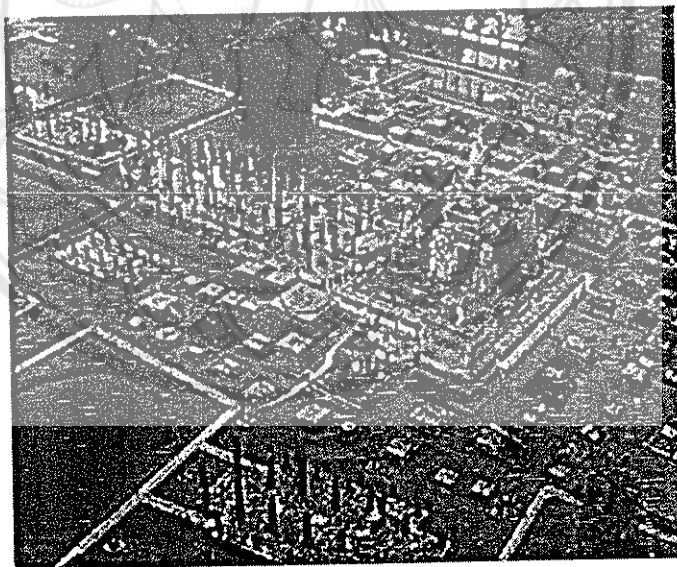
APPENDIX C

Background Sukhothai Province and Sukhothai Historical Park

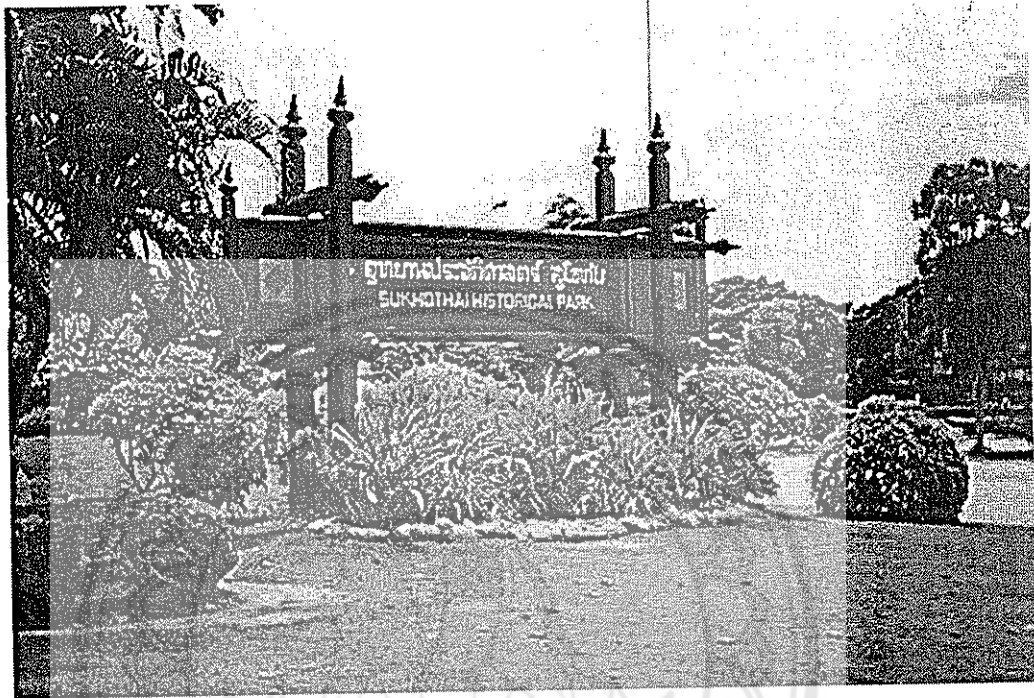
Sukhothai Province

Found in the 13th century, Sukhothai (literally means "*Dawn of Happiness*") was the first truly independent Thai Kingdom, which enjoyed a golden age under King Ramkhamhaeng, credited with creating the Thai alphabet. The superb temples and monuments of this great city have been lovingly restored in Sukhothai Historical Park, a UNESCO World Heritage Site and a must-see for all travellers.

Sukhothai is located on the lower edge of the northern region, 427 kilometres north of Bangkok or some 350 kilometres south of Chiang Mai. The province covers some 6,596 square kilometres and is divided into 8 Amphoes (districts): Muang Sukhothai, Ban Dan Lan Hoi, Khiri Mat, Kong Krailat, Sawankhalok, Si Nakhon, Si Samrong, Si Satchanalai and Thung Saliam.



The Sukhothai Historical Park



This is located 12 kms. from town on the Sukhothai-Tak Highway. It is open daily 08.30-16.30 hrs. Admission fee is 40 baht. Ruins of the royal palaces, Buddhist temples, the city gates, walls, moats, dams, ditches, ponds, canals, and the water dyke control system, which was the magical and spiritual center of the kingdom, are now preserved and have been restored by the Fine Arts Department with the cooperation of UNESCO, not only with a view of fostering Thailand's national identity but the safeguarding a fine example of mankind's cultural heritage. The tourist Service Center is near Wat Phra Phai Luang. The center provides information and facilitates visitors to the Sukhothai Historical Park, as well as displays models of historical buildings and structures in old Sukhothai. Places of interest are as follows:-

Inside the City Walls

The Wall of The Old City

The city wall is located in the center of the historical park in Tambon Muang Kao and surrounded by earthen ramparts. The north and the south walls are each 2,000 meters long, where as the east and the west walls are each 1,600 meters long. The walls contain four main gates: Sanluang on the north, Namo on the south, Kamphaenghak on the east, and Oar on the west. A stone inscription mentions that King Ramkhamhaeng set up a bell at one of the gates. If his subjects needed help, they would ring the bell and the King would come out to settle disputes and dispense justice. Inside the town stands 35 monuments including Buddhist temples and many other structures.

The Royal Palace

The royal palace lies in the center of the town and covers an area of 160,000 square meters. This area is surrounded by a moat and contains two main compounds; the royal building and the sanctuary in the palace. In the royal compound exists the ruins of the royal building called Noen Phrasat.

Wat Mahathat

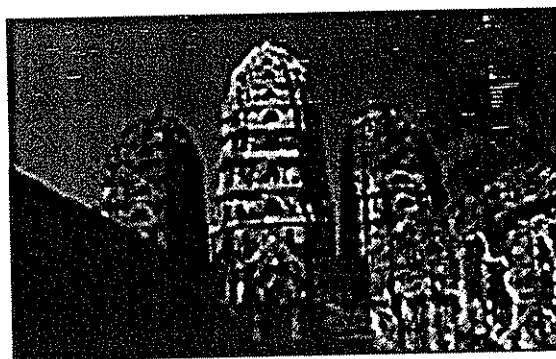
Situated in the heart of the town, Wat Mahathat was built in accordance with Indian ancient concept of Mandala. This significant temple comprises the main chedi (stupa), a vihara (assembly hall of worship) and mandapas (a square form building with a palatial spired roof for housing an Image of Buddha), an uposatha (the ordination hall) and 200 subordinate chedis. Surrounded by 8 chedis, the main one in the centre has a graceful shape of lotus bud characterizing the art of Sukhothai. Among the 8 chedis forming 4 sides of the main stupa, the four ones at the corners belong to the Hariphunchai - Lanna art style while the other four lying in between each have a prasada - shaped body topped with a spire in Sukhothai style and decorated with stuccoed reliefs under the influence of Sri Lankan art. Presumably, the main chedi had originally been constructed in the latter style before it was rebuilt in the lotus bud shape.

The Royal Palace & Wat Mahathat



Wat Si-Sawai

Situated among magnificent scenery southwest of Wat Mahathat is Wat Si-Sawai. Three prangs are surrounded by a laterite wall. Inside the wall, the viham in the west, built of laterite, is separate from the main prang which was constructed in the Lop Buri or Hindu-style, but the other also constructed beside the prangs are Buddhist vihams. The Crown Prince of that time who later become King Rama VI found a trace of the Hindu sculpture Sayomphu, the greatest Hindu God in this sanctuary, In his opinion, this ruin was once a Hindu shrine, but was later converted into a Buddhist monastery.



Wat Sa-Si

Situated near Wat Chanasongkhram is Wat Sa-Si. Around a Singhalese-style chedi is the main sanctuary on an island in the middle of Traphang Trakuan Pond. A large viharn contains a stucco Buddha image. To the south stands nine chedis of different sizes.



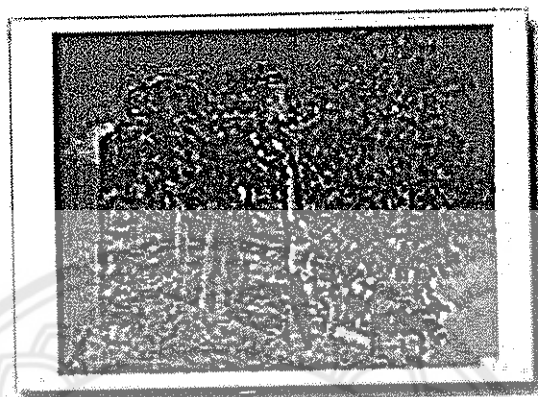
King Ramkhamhaeng Monument

Situated to the north of Wat Mahathat is the King Ramkhamhaeng Monument. The bronze statue of King Ramkhamhaeng sits on a throne named Phra-Thaen-Manangkhasila-Asana with a base relief recording his life.



Wat Phra Phai Luang

Situated outside the town, are surrounded by 3-line ditches, houses laterite prang (pagoda), ruined images of Buddha, damaged pagoda and base of Vihar.



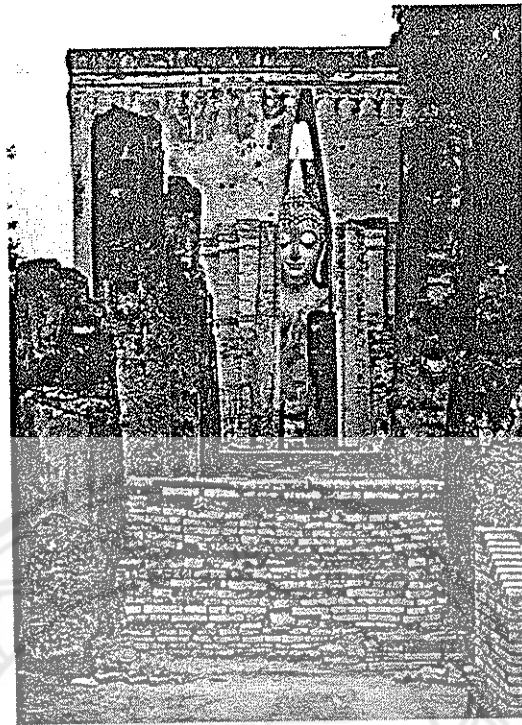
Wat Saphan Hin

Located on a 200-meter-high hill, about 2,930 meters away from Wat Mahathat. Inside the monastery are found a Vihar; Phra Attharot, a 12.5-meter-high standing image of Buddha in the attitude of forgiving and a lotus-shaped Chedi.

Other Outstanding Attractions

Apart from the 70 square km. Sukhothai Historical Park and ancient ruins, other interesting venues are:

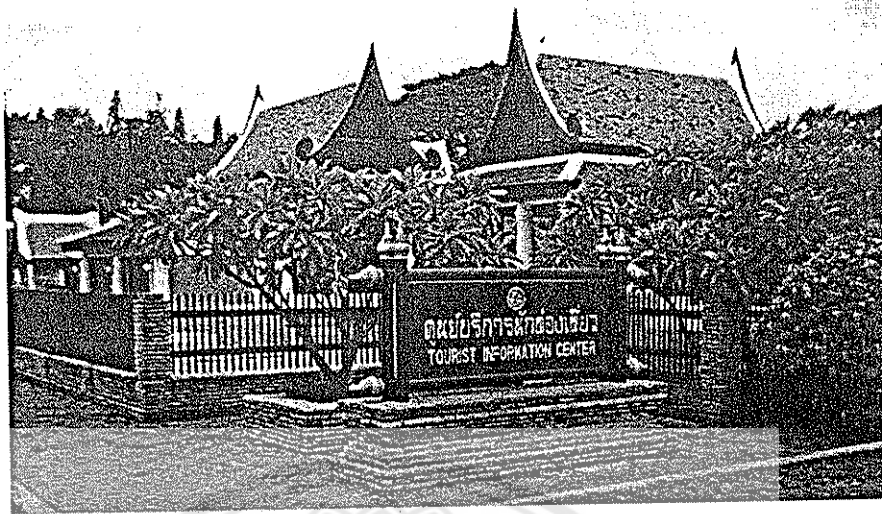
1. On the east - Wat Chedi Soong temple, Wat Koh My Daeng temple and Wat Hord Payom temple.
2. On the west - Wat Phra Baht Noi temple, Wat Chedi Ngarm temple, Wat Mung Korn temple, Wat Aranyig temple, and Wat Chang Lom temple.
3. On the south – Sri Pijit-Giratikanyaram temple, Wat Ton Charn and Wat Sogaram.



Wat Si Chum



Ramkhamhaeng National Museum



Tourist Information Center



Tram Car

Traveling Route

By road

1. From Bangkok, take Highway # 1 through Nakorn Sawan, Kamphaeng-Petch and to Highway # 101, passing through Amphur Pran Krataiy, AmphurSirimas (about 440km.)

2. From Bangkok, take Highway #1 (about 50 Km.) to Highway # 32 through Ayuttaya towards Nakorn Sawan and to Highway # 117 towards Phitsanulok, then switched to Highway # 12 to Sukhothai. (total of 427 Km.)

3. City buses and mini-buses (near the police station, 200 meters from the bridge over Mae Nam Yom river) are available to accommodate tourists traveling from Sukhothai city to the Sukhothai Historical Park. The bus departs every 20 minutes from 6:00 – 18:00 daily. Ticket is Baht 5 per person. Buses are also available at the tourist service center at the Sukhothai Historical Park.

By bus

Regular and air-conditioned bus service (Bangkok – Sukhothai) departing North Terminal (Mor Chit) on Kamphaeng-Petch Rd. are available. For more details contact Tel. 02-537-8055-6. There is also a private bus service operated by Win Tour Co., Ltd. (Tel. 611-039) and Phisanulok Yarnyorn (Tel. 258-941 / 258-647).

By rail

There are no trains service directly to Sukhothai, however you can take a train to Phitsanulok, then take a bus to Sukhothai, (about 59 km.). Contact the Bangkok Train Station for details (Tel. 02-223-7010, 02-223-7020).

By air

Thai Airways provides 4 – 5 flights daily from Bangkok – Phisanulok province. You can then travel by car to Sukhothai. For more details contact Tel. 02-280-0060 / 02-628-2000.



APPENDIX D

The Visitor Statistics in Sukhothai Historical Park

The Visitor Statistics in Sukhothai Historical Park

Day Year	Thai Tourists	International Tourists	Buddhist Monk	Student	Government Guest	Total
January 2001	17,837	26,582	190	3,370	1,670	49,649
February 2001	7,392	36,061	362	3,670	3,260	50,745
March 2001	9,577	33,918	71	2,390	2,230	48,186
April 2001	12,868	23,207	206	3,270	2,130	41,681
May 2001	8,295	18,971	162	3,270	2,935	33,633
June 2001	4,740	11,310	153	3,732	3,200	23,135
July 2001	7,173	21,213	93	3,630	2,872	34,981
August 2001	5,694	24,973	120	3,530	3,260	37,577
September 2001	4,925	19,475	75	3,572	3,680	31,727
October 2001	13,762	23,988	70	2,980	2,375	43,175
November 2001	7,000	36,356	21	1,881	1,425	46,683
December 2001	24,958	21,542	60	6,055	743	53,358
January 2002	12,440	24,962	52	6,268	1,646	45,368
February 2002	10,576	32,163	150	2,939	893	46,721

The Visitor Statistics in Sukhothai Historical Park (Cont.)

Day Year	Thai Tourists	International Tourists	Buddhist Monk	Student	Government Guest	Total
March 2002	10,105	32,965	2,784	1,296	30	47,180
April 2002	18,349	19,290	60	2,712	2,372	42,783
May 2002	9,276	17,421	61	2,221	1,240	30,219
June 2002	6,780	10,618	136	2,310	2,031	21,875
July 2002	8,503	19,426	61	3,460	2,732	34,182
August 2002	10,266	24,739	105	3,263	3,560	41,933
September 2002	3,152	16,441	106	2,390	2,170	24,259
October 2002	9,212	25,009	210	3,690	2,270	40,391
November 2002	8,518	41,253	412	4,578	3,415	58,176
December 2002	19,538	21,759	52	2,646	6,268	50,263
January 2003	13,493	25,036	123	4,578	2,345	45,450
February 2003	12,148	28,908	329	3,272	3,021	47,678
March 2003	11,454	25,854	93	2,691	2,937	43,029
April 2003	16,793	14,634	291	3,926	3,671	39,315
May 2003	10,541	7,393	26	2,763	2,391	23,114

Source: Tourism Authority of Thailand