ภาคผนวก

ภาคผนวก กตารางสำเร็จรูปกำหนดขนาดกลุ่มตัวอย่างของ Taro Yamane

ตารางสำเร็จรูปกำหนดขนาดกลุ่มตัวอย่างของ Yamane (1967 : 886)

ที่ระดับความเชื่อมั่น 95%

ขนาดของประชากร	ขนาดของกลุ่มตัวอย่างตามระดับความคลาดเคลื่อน					
	± 1 %	± 2 %	± 3 %	± 4 %	± 5 %	± 10 %
500	b	b	b	b	222	83
1,000	b	b	b	385	286	91
1,500	b	b	638	441	316	94
2,000	b	b	714	476	333	95
2,500	b	1,250	769	500	345	96
3,000	b	1,364	811	517	353	97
3,500	b	1,458	843	530	359	97
4,000	b	1,538	870	541	364	98
4,500	b	1,607	891	549	367	98
5,000	b	1,667	909	556	370	98
6,000	b	1,765	938	566	375	98
7,000	b	1,842	959	574	378	99
8,000	b	1,905	976	580	381	99
9,000	b	1,957	989	584	383	99
10,000	5,000	2,000	1,000	588	358	99
15,000	6,000	2,143	1,034	600	390	99
20,000	6,667	2,222	1,053	606	392	100
25,000	7,143	2,273	1,064	610	394	100
50,000	**8,333**	**2,381**	**1,087**	**617**	**397**	**100**
100,000	**9,091**	**2,439**	**1,099**	**621**	**398**	**100**
∞	**10,000**	**2,500**	**1,111**	**625**	**400**	**100**

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ภาคผนวก ขแบบสอบถามเพื่องานวิจัย

Naresuan University Bangkok Campus

Master of Arts.

Department of Tourism and Hotel Management

Questionnaire

Dear Research Participate

I, NutchanartPonim , am a graduate student from Naresuan University Bangkok Campus. I am studying in Tourism and Hotel management Program and would like your corporation in filling out questionnaires on the topic of **The Promotion and Development of Sport Tourism for Foreign Tourists: A Comparison BetweenRajadumnern Stadium and FairtexTepprasitt, Pattaya.**This study is the part of requirement to fulfill in the Tourism and Hotel management Program. Your corporation will be appreciated my graduation and success.

Part 1 Tourist's Personal Data

Please indicate your answer(s) in the following box(es) ☐ for each questionrequested

1. Gender

   ☐ 1) Male ☐ 2) Female

2. Age

   ☐ 1) Under 20 years old ☐ 2) 20-26 years old

   ☐ 3) 27-32 years old ☐ 4) 33-38 years old

   ☐ 5) 39-44 years old ☐ 6) over 44 years old

3. Occupation

   ☐ 1) Business Owner ☐ 2) Student

   ☐ 3) Business man

   ☐ 4) Employee in Government /Business sectors

   ☐ 5) Others (Please specify).....

4. **Education Level**

☐ 1) Lower than Bachelor's degree

☐ 2) Bachelor's Degree

☐ 3) Master's degreeor over

5. **Country Zone of residences**

☐ 1) European Zone

☐ 2) AfricanZone

☐ 3) Asian Zone

☐ 4) American Zone

Part 2: Tourists' Motivation on Sport Tourism.

Please indicate your answer(s) in the following box(es) ☐ for each question requested.

Factors	Level of Importance on Motivation.				
	Not Strongly Importance Level	Not Importance Level	Neither Importance Nor Level	Importance Level	Strongly Importance Level
Intrinsic Motivation to Know					
1. For the pleasure it gives me to know more about the sport I practice.					
2. For the pleasure of discovering new training techniques.					
3. For the pleasure I feel while learning training techniques I have never tried before.					
4. For the pleasure of discovering new performance strategies.					
Intrinsic Motivation to Experience Stimulation.					
1. For the pleasure I feel in living exciting experiences.					
2. For the excitement I feel when I am really involved in the activity.					
3. For the intense emotions I feel while I am doing a sport that I like.					
4. Because I like the feeling of being totally immersed in the activity.					

Factors	Level of Importance on Motivation.				
	Not Strongly Importance Level	Not Importance Level	Neither Importance Nor Level	Importance Level	Strongly Importance Level
Intrinsic Motivation to Accomplish					
1. Because I feel a lot of personal satisfaction while mastering certain difficult training techniques					
2. For the pleasure I feel while improving some of my weak points					
3. For the satisfaction I experience while perfecting my athletic abilities.					
4. For the pleasure I feel while executing certain difficult movements.					
Extrinsic Motivation to Identification					
1. Because, in my opinion,it is one of the best ways to meet people.					
2. Because it is one of the best ways I have chosen to develop other aspects of myself.					
3. Because it is a good way to learn lots of things which could be useful to me in other areas of my life.					
4. Because it is one of the best ways to maintain good relationships with my friend					
Extrinsic Motivation to Introjection					
1. Because it is absolutely necessary to do sports if one wants to be in shape.					
2. Because I must do sports to feel good about myself.					
3. Because I must do sports regularly.					
Extrinsic Motivation toExternal Regulation					
1. Because it allows me to be well regarded by people I know.					
2. For the prestige of being an athlete.					
3. Because people around me think it is important to be in shape.					
4. To show others how good I am at my sport.					

Part 3: Service Marketing Mix Factors.

Please indicate your answer(s) in the following box(es) ☐ for each question requested.

Factors	Level of Importance on Service Marketing Mix Factors				
	Not Strongly Importance Level	Not Importance Level	Neither Importance Nor Level	Importance Level	Strongly Importance Level
Product					
1. The package of the program is interesting.					
2. Variety of competitions in the package of the program (Men, Women,International fighting etc.)					
3. Number of flights scheduled in the package of the program.					
4. Extra program(s) such as cabaret shows.					
Price					
1.Price for package.					
2.Package of the program.					
3.Ticket reservation discount.					
4. Ticket price discount by the number of people.					
Place					
1. Easy access to the stadium.					
2. Sufficient ticket distribution locations.					
3. Able to make booking via the internet.					
4. Able to make booking via the telephone					
Promotion					
1. Mobility advertising such as car,bus.					
2. Bill Boards.					
3. Brochures or Flyers.					
4. Gifts and complimentary souvenir.					
People					
1. Service quality in time management.					
2. English community skill.					
3. Good personality well dress and cleanliness.					
4. Friendliness and Hospitality.					

Factors	Level of Importance on Service Marketing Mix Factors				
	Not Strongly Importance Level	Not Importance Level	Neither Importance Nor Level	Importance Level	Strongly Importance Level
Physical					
1. Stadium size					
2. Stadium attraction.					
3. Cleanliness of stadium.					
4. Seat availability					
Process					
1. Ticket selling circulation system.					
2. Ticket checking circulation system.					
3. Sitting circulation system.					
4. The package of program its circulated.					

Part 4 The information for travel of tourist about the attention for Thai Boxing.

Please indicate your answer(s) in the following box(es) ☐ for each question requested

1. What's your purpose of traveling?

   ☐ 1) Alone ☐ 2) With friends

   ☐ 3) With family ☐ 4) With Travel Agency

   ☐ 5) Others (Please specify) .....

2. What's your objectives for this travelling?

   ☐ 1) Shopping/Souvenirs ☐ 2) Studying

   ☐ 3) Transit ☐ 4) Visiting relatives/friends

   ☐ 5) Relaxing ☐ 6) Others (Please specify)

3. Have you known the information about "Thai Boxing" before?

   ☐ 1) Yes ☐ 2) No

4. Which sources references arebe your choice?

   ☐ 1) Internet ☐ 2) Tourism Authority of Thailand (TAT)

   ☐ 3) Television / Radio ☐ 4) Friends / Relatives

   ☐ 5) Newspaper / Magazine ☐ 6) Others (identify).....

5. How many times do you watch the activities of Thai Boxing?

☐1) Never ☐ 2) 1-3 times

☐ 3) 4-6 times ☐ 4) more 6 times

6. Where do you usually watch the Thai Boxing?

☐ 1) Home (TV, Internet, DVD)

☐ 2) Boxing Stage (Rajadamnern, FairtexTepprasittPattaya)

☐ 3) Boxing School

☐ 4) others (Please specify) .....

7. Who is your motivated to interesting in Thai Boxing?

☐ 1) Spouse ☐ 2) Friends

☐ 3) Relatives ☐ 4) Famous person

☐ 5) Yourself ☐ 6) Others (Please specify)

8. How long do you spend for this trip?

☐ 1) 1 – 2 Days ☐ 2) 3-4 Days

☐ 3) 5-6 Days ☐ 4) More than 6 Days

9. What's re your opinion to get the benefit from Thai boxing?

☐ 1) Entertaining ☐ 2) Understand about Thai culture

☐ 3) Fighting of arts ☐ 4) Be Strong / Healthy

☐ 5) For Business ☐ 6) others (Please specify)

10. How do you come to watch Thai boxing?

☐ 1) By Car ☐ 2) By Bus

☐ 3) By BTS ☐ 4) By MRT

☐ 5) By Taxi ☐ 6) By Tour bus

☐ 7) others (Please specify) .....

11. What's your most impression in Thai boxing?

☐ 1) Identity of Thai culture ☐ 2) The strong of Thai boxing

☐ 3) Boxers ☐ 4) Fighting

☐ 5) Place ☐ 6) Others (Please specify)

12. If you have a chance to come to Thailand again, would you like to see Thai boxing for 2nd time?

☐ 1) Yes ☐ 2) No

13. Would you like to introduce Thai boxing to others?

☐ 1) Yes ☐ 2) No

แบบสัมภาษณ์
แนวทางการส่งเสริมและการพัฒนาการท่องเที่ยวเชิงกีฬาของนักท่องเที่ยวชาวต่างประเทศ: กรณีศึกษาเปรียบเทียบสนามมวยราชดำเนินกับสนามมวยแฟร์เท็กเทพประสิทธิ์ พัทยา

แบบสัมภาษณ์

ชื่อ-นามสกุลของผู้ให้สัมภาษณ์

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หน่วยงาน

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แบบสัมภาษณ์

1. ในความคิดของท่านอะไรคือจุดเด่นและจุดด้อยของสนามมวยราชดาเนินคืออะไร
   - จุดเด่นคืออะไรบ้างและควรส่งเสริมอย่างไร
   - จุดด้อยคืออะไรบ้างและควรพัฒนาอย่างไร

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2. ในความคิดของท่านอะไรคือจุดเด่นและจุดด้อยของสนามมวยแฟร์เท็กเทพประสิทธิ์ พัทยาคืออะไร
   - จุดเด่นคืออะไรบ้างและควรส่งเสริมอย่างไร
   - จุดด้อยคืออะไรบ้างและควรพัฒนาอย่างไร

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