



Appendix



NARESUAN UNIVERSITY

BANGKOK CAMPUS

Master of Arts in International Tourism and Hotel Management Program

THESIS

QUESTIONNAIRE

Topic: College students' Intention to use Online Social Networks for Travel Decision-making

Dear Respondent:

My name is Miss Heling Wang, a student in the Master of Arts in International Tourism and Hotel Management Program at Naresuan University, Bangkok Campus. I am currently doing a research entitled "*Intention to use Online Social Networks for Travel Decision of College Students*" which is a part of THESIS.

I hereby request your kind assistance in answering this questionnaire. Rest assured, the information you provide will be treated with confidentiality and used only for this research. Your co-operation will help understand the intention to use Online Social Networks with regard to travel decision making among college students and the impact of Online Social Networks on tourism marketing.

Approved by

...

Sincerely yours,

Researcher: Miss Heling Wang

Questionnaire

Direction: For each question, please put "√" on the answer which is most applicable to you.

i. Are you a member of an Online Social Network (e.g. Facebook, Twitter, hi5, etc.)?

Yes No

ii. Have you traveled out of Bangkok in the past 12 months?

Yes No

iii. Have you used Online Social Networks for travel in the past 12 months?

Yes No

If yes, please indicate your personal information of Online Social Networks usage.

1. Nationality

Thai Other non-Thai Asian European & American

Others: _____ (Please specify)

2. Which following Social Networking Sites are you using the most? (One choice only)

Facebook Twitter Hi5 YouTube MySpace

Others: _____ (Please specify)

3. How often do you use social networking sites?

Daily Several times per week Weekly

Monthly Once a semester Longer than one semester

Part I : Demographic Profile

4. Gender

Male Female

5. Normally, how much disposable money do you have each month?

(Disposable money means the amount of “play money”, available to you for saving or spending.)

Less than 5,000 Baht 5,001-10,000 Baht 10,001-25,000 Baht

25,001-50,000 Baht More than 50,000 Baht



Part II : Perceived Benefits and incentive to use Online Social Networks in travel

Please read each of the statements below and indicate your level of agreement or disagreement:

1 = Strongly Disagree; 2 = Disagrees; 3 = Neutral; 4 = Agree; 5 = Strongly Agree

No.	Items	1	2	3	4	5
Benefits of use						
6	Online Social Networks enable me to be up-to-date on travel information and activities of interest.					
7	It is much more convenient for me to receive or to share information about travel destinations.					
8	This is a better way of establishing or keeping relationship with others who share the same interests regarding vacation trips.					
9	It is very efficient to communicate with my friends who have visited or lived in that city and ask them to join my trip.					
10	I was interested with the travel photos, videos and stories on Social Networking Sites.					
11	The use of Online Social Networks in the process of organizing and taking vacation trips is both pleasing and fun.					
12	It is fun to share my travel experience with others on Social Networking Sites.					

No.	Items	1	2	3	4	5
Incentives of use						
13	The travel information on Social Networking Sites is more trustworthy than in magazines, on TV and from other sources.					
14	I think tourists' comments and suggestions on the Social Networking Sites are to be trusted.					
15	I trust information from OSN in making travel decisions.					
16	I always share with friends and classmates what I know and the new things that I discover about places to visit. I am anxious to explain what I know					
17	My comments about trips and destinations that may be of interest to others.					
18	I use others' contributions and comments about trips and destinations and, to some extent, feel an obligation to contribute as well					
19	Online Social Networks usage in my region (in schools, services, businesses, in travel, etc.) is high.					
20	Using Online Social Network is trendy and makes me compatible with my friends and classmates.					

No.	Items	1	2	3	4	5
21	Some personal referents (friend, classmate, relatives etc.) use Online Social Networks in the process of organizing trip and sharing travel information which to a certain extent influenced my use.					

PartIII: Intention to use Online Social Networks in Travel

Please read each of the statements below and indicate your level of agreement or disagreement:

1 = Strongly Disagree; 2 = Disagrees; 3 = Neutral; 4 = Agree; 5 = Strongly Agree

No.	Items	1	2	3	4	5
Intention to use						
22	I will use Online Social Networks to comment on certain aspects of trips, upload travel photos or videos, and contribute my travel experiences and knowledge.					
23	I am sure that I will use these Online Social Network tools again to organize and develop vacation trips.					
24	In the future, I will encourage or recommend my friends to use Social Networks for travel purposes.					

*** End of the questionnaire, Thank you! ***