

**APPENDIX:**  
**SURVEY QUESTIONNAIRE**

**CONSUMER BEHAVIOR TOWARDS DOMESTIC HOLIDAYS  
SURVEY 2001**

(All information will be treated with strict confidentiality)



**By Jasper Yusof Diego  
Candidate for Masters of Business Administration (MBA)  
Faculty of Business and Accountancy  
University of Malaya**

**SECTION I**

This questionnaire is intended to examine travellers' behaviour towards domestic holidays. It is divided into 5 sections. Section I is designed to collect personal information of respondents so as to provide meaningful information and comparison of results. Section II is developed to enable the grouping of respondents according to personality type. Section III, consists of questions regarding respondents' general experience on domestic holidays. Section IV, is meant to collect respondents' expectations on the destination. Lastly, section V, intends to collect information on respondents' level of satisfaction of domestic holidays.

Thank you for taking the time to contribute to the success of the study.

**Section One**

Remember that this information will be treated with strict confidentiality and your response will be aggregated to ensure your anonymity. Please tick (✓) one box for each question listed below.

- Gender  
 1  Male  
 2  Female
- Age  
 1  20 - 29 yrs old  
 2  30- 39 yrs old  
 3  40 - 49 yrs old  
 4  50 -59 yrs old  
 5  60 yrs old & above
- Marital Status  
 1  Single  
 2  Married  
 3  Divorced  
 4  Widowed
- Do you have children  
 1  Yes  
 2  No
- How many children  
 \_\_\_ (Please specify)
- Age of eldest child  
 \_\_\_ (Please specify)
- Occupation Sector  
 1  Government  
 2  Private Sector  
 3  Semi Govt / Private
- Occupation Level  
 1  Professional (e.g. Lawyers, etc.)  
 2  Upper management (e.g CEO, Director, etc.)  
 3  Middle management (e.g. Manager, etc.)  
 4  Lower Management (e.g Officers, Executives, etc.)  
 5  Operational Staff (e.g. Clerical, etc.)  
 6  Others (please specify) \_\_\_\_\_
- Education Level  
 1  SPM or its equivalent and below  
 2  STPM/Diploma or its equivalent  
 3  University degree or its equivalent  
 4  Masters or Phd and its equivalent  
 5  Others (please specify) \_\_\_\_\_
- Monthly Gross Income per month  
 1  RM 1999 and below  
 2  RM 2000 - 3999  
 3  RM 4000 - 5999  
 4  RM 6000 - 7999  
 5  RM 8000 and above



Section 1 contains statements regarding your preference pertaining to domestic holidays. Please tick either **True** or **False** for each of the statement listed below.

- to travel to familiar destinations
- to do things I usually do at home at destinations
- low level activities (rest and relax, etc.)
- driving to destinations
- heavy tourist accommodations, such as family style
- restaurant and souvenir shops
- familiar rather than foreign atmosphere
- purchasing complete tour packages featuring a full
- range of activities
- I prefer discovering new destinations before others have
- visited them (Layang, layang Island, etc.)
- flying to destinations
- content with a below average accommodation such as
- a budget motel with minimum basic facilities.
- enjoy interacting with people from different cultures
- tour arrangements that include basic amenities
- (transportation and accommodation) & allow for
- considerable flexibility
- high level activities (hiking, camping, etc.)
- destinations that have the least tourists.

	1 True	2 False
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Three**

Section 3 contains statements of your general experience on domestic leisure holidays. Please **rate your level of agreement** (for questions 1 - 6).

- I prefer to spend my holidays within the country
- I always spend my holidays within the country
- I prefer spending my leisure holidays within the country,
- to help improve the Malaysian Economy
- The high costs of travelling within the country are worth the value

	1 Strongly Disagree	2 Disagree	3 Indifferent	4 Agree	5 Strongly Agree
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Question 4: What is the normal duration of your domestic leisure holidays?  
Please state in the box provided

1  day(s)

Question 5: When do you normally go for domestic leisure holidays?  
Please tick only one item)

- 1  Weekends
- 2  Public Holidays
- 3  School holidays
- 4  Non-holiday seasons (off peak)
- 5  Others (please specify) \_\_\_\_\_

n contains statements regarding benefits that are available in domestic leisure holidays. Please **rate your level of agreement** for each of the statement listed below based on your past domestic leisure travel experiences.



	1 Strongly Disagree	2 Disagree	3 Indifferent	4 Agree	5 Strongly Agree
Malaysia has an abundant of beautiful natural landscapes to be enjoyed.	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Malaysia offers many cultural festivals from different states, and ethnics to be experienced (e.g. Thaipusam, Hari raya, Pesta Kaulan, etc.)	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Malaysia offers a variety of local food that is unique to individual state [e.g. Nasi Kerabu - Kelantanese, Hinava - Kadazan, etc.]	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Malaysia has a variety of local architecture that is unique to individual race and state [e.g. Minangkabau House - N. Sembilan, Sarawak House - Sarawak, etc.]	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Malaysia has modern architecture structures that are compatible to its international counterparts (e.g. Petronas Twin Towers, Penang Bridge, etc.)	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Malaysia has prominent historical sites and buildings that are worth visiting [e.g. A Famosa - Melaka, Makam Mahsuri - Langkawi, etc.]	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Malaysia offers a wide range of adventurous activities to travellers [e.g. diving, jungle trekking, mountain climbing, etc.]	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Malaysia provides an excellent opportunity to just rest and relax [e.g. sunbathing by the hotel's pool, reading by the beach, city tour, etc.]	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Malaysia provides a haven for shopping [good value for money, variety of goods to choose from, etc.]	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Malaysia has a wide variety of activities and events for children [theme park, museums, etc.]	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Malaysia has a wide variety of nighttime recreations [theatres, cafes, cinemas, etc.]	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Malaysia offers a wide variety of accommodations that will cater to all sizes of budget [from a 6 star hotel to camping ground].	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Malaysia has an excellent infrastructure to ensure travellers' comfort and safety.	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Malaysia is very cheap to travel within the peninsula by road.	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Malaysia is very cheap to travel within the peninsula by air.	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Malaysia is very cheap to travel to East Malaysia by air.	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

rate the level of importance of each factor based on what you would look for in domestic leisure travelling.



	1 Very Important	2 Important	3 Indifferent	4 Less Important	5 Not Important
<b><u>al Landscape</u></b> (Mountains, Rivers, Lakes, Islands, etc.)	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<b><u>al Festivals</u></b> (Thaipusam, Hari raya, Pesta Kaamaatan, etc.)	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<b><u>Food</u></b> (Nasi Kerabu - Kelantanese, Hinava - Kadazan, etc.)	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<b><u>Architecture</u></b> (Minangkabau House - N. Sembilan, Long House -Sarawak, etc.)	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<b><u>rn Architecture</u></b> (Petronas Twin Towers, Penang Bridge)	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<b><u>rical Sites and Buildings</u></b> (A Famosa - Melaka, Makam Mahsuri - Langkawi, etc.)	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<b><u>nturous Activities</u></b> (Diving, jungle trekking, mountain climbing, etc.)	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<b><u>and Relax</u></b> (Lazing by the hotel's pool, reading by the beach, shopping, etc.)	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<b><u>opping</u></b> (good value for money, wide variety, etc.)	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<b><u>ivities and Events for Children</u></b> (theme park, museums, etc.)	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<b><u>ttime Recreations</u></b> (discotheques, cafes, cinemas, etc.)	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<b><u>ommodation</u></b> (from a 6 star hotel to camping ground].	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<b><u>rastructure</u></b> (Roads, electricity, water, etc.)	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<b><u>t</u></b> (. in choosing your holiday)	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>