

**Factors Influencing Tourists' Hotel Selection
in Chiang Mai during the Current COVID-19 Situation**

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Abstract

This study was conducted to examine the factors influencing the hotel selection of tourists in Chiang Mai during this current COVID-19 period. The methodology used in this study was the questionnaire survey. The questionnaires were distributed to 40 tourists in Chiang Mai both online and offline. Then, the quantitative and qualitative data concerning the demographic information about the questionnaire respondents, the factors affecting their hotel selection, and their additionally comments were collected. The research findings revealed that hygiene, cleanliness, and social distancing policy, location, services, room price, and safety and security of the hotels were the factors influencing the tourists' hotel selection in Chiang Mai during the current COVID-19 situation. It can be concluded that there are several important factors that tourists have considered when selecting to stay in hotels in Chiang Mai during the current COVID-19 situation and these research results can be beneficial for hoteliers or entrepreneurs in this field. Moreover, this study might be adapted to the improvement and management of hotels in Chiang Mai in the future, especially if there is another coronavirus variant pandemic.

Keyword: current COVID-19 situation

Factors Influencing Tourists' Hotel Selection in Chiang Mai during the Current COVID-19 Situation

Since the COVID-19 outbreak in December 2019 in Wuhan, China, many industries have been severely impacted, and tourism is one of them. When people cancel their vacation plans due to any safety aspect of their health, protection is the first factor to be considered in tourism. During the past COVID-19 pandemic, people got bored of traveling, and tourism demand was also reduced.

In Thailand, tourism provides a substantial amount of income and empowers the growth of related businesses each year. Tourism has played an important role in the economy in Thailand, but the pandemic has led to decreased efficiency in many tourism-related industries. According to Chen & Kitingern (2020), tourism in Chiang Mai has also been affected by the outbreak. From 2021 to 2022, travel businesses rapidly declined, and tour companies, hotels, and even tourist attractions faced a great number of tour group cancellations and refunds.

Nowadays, with the less severity of the situation, tourism has become a focus of people's attention again. In Chiang Mai, many tourists have turned back making the economy better than the past years. The hotel businesses in this city have again flourished significantly. When it comes to the hotel selection in Chiang Mai, interestingly, it has been found that people often choose a hotel based on online reviews (Kirilenko et al., 2021). Many online review sites are considered credible in the opinion of the tourists. They can share their thoughts and opinions directly and openly about the hotels they have experienced staying in on those review websites. However, the current COVID-19 situation is still predicted to have a long-term impact on the hospitality sector (Ying et al., 2020), so hotels must be adapted to any changes caused by the new coronavirus variant pandemic in the future. When compared to the tourists' hotel selection

behaviors during the time before COVID-19, their hotel selection behaviors now are different due to the consideration of their own health safety (Borko et al., 2020; Osei et al., 2020).

Although there are several studies which have examined the factors influencing hotel selection in Thailand, the ones that explore the factors influencing tourists' hotel selection in Chiang Mai in particular during the current COVID-19 situation can be scarcely found. Thus, this study aimed to examine how the tourists selected hotels in Chiang Mai during the present COVID-19 situation. The main focus group of this study was tourists who traveled and stayed at hotels located in Chiang Mai. In this study, the decision-making process and all the reviewed factors affecting tourists' hotel selection during the COVID-19 situation found in the related literature were used as the theoretical framework to design the research tools for investigating the factors that the tourists used to select the hotels in Chiang Mai during this current COVID-19 period. The study was expected to gain the results that would be useful for the entrepreneurs who were in the field of hotel industry.

The research questions are as follows:

Main research question: What are the factors influencing tourists' hotel selection in Chiang Mai during the current COVID-19 situation?

Sub-research questions:

1. How does the current COVID-19 situation affect tourists' hotel selection in Chiang Mai?
2. What are the expectations of tourists travelling in Chiang Mai towards their selected hotels during the current COVID-19 situation?

Literature Review

COVID-19 Situation

COVID-19 is the coronavirus disease that originated in China in 2019. The COVID-19 pandemic was uncontrollable and widespread across many countries around the world in early 2020. The virus can spread in poorly ventilated and/or crowded indoor settings as it mainly spreads between people who are in close contact with each other. Most common symptoms are fever, cough, sore throat, and loss of smell or taste sense. Besides, the serious symptoms of COVID-19 are difficulty breathing, chest pain, and severe complications such as lung infection or destruction, multi-organ failure, and death.

Since 2020, the COVID-19 has had an impact on various fields such as society, environment, education, and economy. As reports of the coronavirus began to spread globally, many countries shut down places to prevent the dispersal of the virus, and people were commanded to stay at home or in quarantine. Due to the increasing number of COVID-19 cases and deaths in 2021, the emphasis was placed on vaccination, distancing infected people, and preparing the healthcare response. Many measures were applied to help reduce the pandemic impact and flatten the COVID-19 spread as fast as possible (Sanyaolu et al, 2021).

As for the COVID-19 situation in Thailand, WHO Thailand (2022) has reported that COVID-19 is a disease under surveillance instead of a dangerous infectious disease since 1st October 2022. People do not have to wear a mask all the time, but they should wear a mask in closed or crowded areas. Moreover, patients or positive cases are required to self-observe for five days; it is not necessary to do self-isolation or self-quarantine, or hospitalization for people with mild symptoms. In addition, people are required to strictly practice the DMHTT which are the

preventive measures against COVID-19 in Thailand. These consist of Distancing, Mask wearing, Hand washing, Testing (temperature), and ThaiChana, the application containing the information about the coronavirus in Thailand.

Decision Making Process

According to Laoyan S. (2022), the decision-making process is a process of making choices by collecting information, evaluating alternatives and resolutions, and making the final decision with the purpose of making the best decision. Through planning relevant information and defining alternatives, a step-by-step decision-making process can help people in making more deliberate, thoughtful decisions. This framework improves the chances that people will select the most satisfying available option. There are six steps in the decision-making process by Lunenburg (2010) as follows:

Problem Identification

According to Kepner and Tregoe (2005), the most crucial step in decision-making is to identify the problem. They suggest that the steps in identifying the problem include identification of the issue, clarification of the issue's scope, prioritization of the issue, and testing for cause-and-effect correlations. This is a significant step since afterward it will help in making decisions based on the particular circumstance definition, which partly involves figuring out how a particular issue originates.

Alternative Generating

The second step of the decision-making is generating possible solutions for the issue. The decision makers need to understand the problem as much as they can about the possibility that

each alternative will lead to, creating a variety of reasonable outcomes and the intensity to which those results will relate to the accomplishment of the desired objectives (Lunenburg, 2010).

Evaluation of Alternatives

The third step is evaluation of alternatives. Decision makers should evaluate factors when assessing an alternative. According to Grant (2011), the guiding questions for the evaluation can be as follows: “Is the proposed solution practical? Is it a reasonable substitute? And what effect will it pose on individuals?”

Alternative Choosing

The decision-makers are prepared to choose the option that appears to be the best after evaluating all the alternatives. The justification for evaluation should be how closely the results or outcomes of the alternatives are in accordance with the desired goals. The decision-makers might select a mix of options. The selected option may very well be the same as or similar to the prioritized one at the top of the list (UMASSD).

Implementing Decision

For effective implementation, the alternative needs to be clarified obviously at first because successful decision-making depends on effective communication. Second, the alternative must be approved by the decision maker as a necessary method of proceeding. Next, the alternative should succeed if the decision maker contributes enough resources to decide to undertake it. Then, the decision maker must develop workable timelines to move forward step by step. Lastly, the decision-maker must clearly define duties because most institutional issues require the collective effort of members to solve them (Ahmed, 2011).

Evaluating Decision Effectiveness

The final step of the decision-making process is to determine the decision efficiency. When an objective is achieved but does not follow the plan, there are commonly several causes: invalid problem definition, poor decision making, and/or mismanagement. The most common and serious mistake among all these potential causes is an incomplete definition of the problem. When a problem is misleadingly defined, the solution and implementation will not bring about the desired outcome (Lunenborg, 2010).

Factors Influencing Tourists' Hotel Selecting during the Current COVID-19 Situation

Hygiene and Cleanliness or Social Distancing Policy

People's lifestyles and daily routines have had to change dramatically as a result of the COVID-19 pandemic. One significant thing is the need for special attention and importance of public health measures (Yashwant et al, 2020). For example, people must leave an at least one-meter space between tables or chairs and sidewalks, clean common areas on a routine basis, and sanitize elevators. Moreover, people are required to protect themselves by wearing a mask, often washing their hands, or using alcohol gel or hand sanitizer.

Location

In selecting a hotel, location is the most important criterion for tourists. They will choose the hotel which is situated in the convenient location. For example, many people have decided to stay at the hotel which is located near the electric train stations, bus stops, or airports. Moreover, the hotel located near popular tourist attractions can be the reason for hotel reservation of the

many tourists. Therefore, the location selection process is critical and should not be overlooked (Landman, 2022).

Hotel Amenities and Services

Another important hotel attribute that influences a traveler's selection decision is its amenities and services. Most hotels present their qualities to create satisfaction among their guests by using the physical features such as meeting space, guest rooms, and public areas including all facilities, personal services from employees or staff, or free recreational areas such as gyms, pools, or working spaces. The amenities and services are indeed important. Also, the behavior of staff can generate guests' impression and can attract them to come back and book the hotel again (Jeffrey, 2021).

Price

Price is extremely important in any consumer market. As for the hotel industry, price has a significant impact on guests' perceptions of the value and quality of the hotel's service (Hellstrand, 2010). Guests commonly expect to receive a higher level of service when they pay more to meet their satisfaction. However, it is crucial to understand that loyalty, which is an outcome of the overall satisfaction with service, quality, and price, is associated with higher price responsiveness (Bradley, 2020).

Safety and Security

The safety and security factor is also influential as it can impact both consumers' selection and satisfaction (Hilliard & Baloglu, 2008). Nowadays, consumer protection, public safety, personal data safety, legal protection of tourists, and environmental security, are just a

few of the many factors that influence the concept of security and safety. Security has been adapted from a passive to an active factor, including measures to safeguard tourists and their valuables, as well as the industry's accomplishments (Arora, 2019).

Related Studies

According to Lertsansern (2020), the objective of his research entitled “Factors Influencing Consumers' Decision-Making Process on Hotel Selection after COVID-19” was to narrow down the factors that affected consumers' hotel selection as well as to explore the possibility that the situation of COVID-19 would have an impact on their selection. The methodology of the study was quantitative which involved creating questionnaire forms and disseminating them online via social media platforms. This paper provided information on the variables that affected consumers' decisions regarding their hotel selection both before and after the COVID-19 situation. After the COVID-19 outbreak, certain factors, such as hygiene, became the deciding factor when choosing a hotel. The results of the study showed that there were top five factors influencing the subjects' hotel selection after the coronavirus outbreaks which included hygiene or social distancing policy, privacy, location, level of services, and price. The participants were more concerned about their well-being, safety, and health than the offered promotion and price. Moreover, the research was conducted to enable hoteliers to better understand how domestic tourists behaved and what factors they would weigh when selecting a hotel before and after the COVID-19 outbreak.

The second related research was entitled “Factor Affecting Hotel Selection and Perceived Behavioral Changes among Domestic Tourists for a Family Holiday during COVID-19 in Kathmandu.” The researchers Dabadi and Malla (2021) aimed to narrow down the factors that

influenced hotel alternatives and revealed behavior changes between internal tourists traveling with their families during COVID-19. The mixed method was used in the study. A questionnaire survey was used to gather the quantitative information about the five variables consisting of price, location, health and safety and security, hygiene, and cleanliness. The hotel representatives were interviewed together for the qualitative data to understand their perceived behavioral changes. According to the study, the selection of hotels was significantly influenced by factors such as location, destination attractions, cleanliness, hygiene, and security concerns. However, selecting a hotel in the COVID-19 situation was not significantly influenced by price. However, the researchers claimed that the participants were concerned about health, safety and security, as well as hygiene and cleanliness when choosing a hotel. Their concern also included the hotel population and accessibility of health facilities.

The third related study is “A Study on the Preference of Hotel Booking Attributes, Post COVID-19 Pandemic” by Kamakshya Parsad Nayak, Hardaman Singh Bhinder, and Navneet Kaur. This study was conducted in 2021 to examine the shift in demand and expectation of the attributes from the hotel guests’ perspective. The participants of this study were the people in Northern India, particularly, in the capital city of Delhi and the prosperous state of Punjab, which attracted a large number of tourists of various types and preferences. The purpose of this study was to investigate the most ideal hotel booking attributes among travelers. The study was conducted with tourists in the North Indian region following the COVID-19 pandemic. Hotel facility and services, value for money, location, safety and security, automation and contactless services, staff, cleaning and sanitization, and in-room comfort were the major collected factors. The researcher hoped that the study results could aid the hotel management team in reinterpreting their hotel reservation attributes. Moreover, this study was expected to provide in-

depth knowledge of the factors that were most important to travelers when selecting a hotel during and after the pandemic.

It can be seen that there are various factors which can influence tourists' hotel selection in those related studies. Although all of the factors were not used in this study, the related factors of those studies were still considered to be the main factors which were used to examine the opinions and behaviors of the tourists when they selected to stay in the hotels in Chiang Mai in this research study. Therefore, this research was similar to the related studies above in terms of the focus on some factors that influenced the hotel selection of the tourists during the COVID-19 situation. However, this research had a major different aspect from those related studies in terms of the geographical aspect as it focused on 40 tourists in Chiang Mai located in the North of Thailand. Moreover, one theoretical framework used in this research which differed from the ones in those previous studies is the decision-making process.

To conclude, all the reviewed theories concerning the factors affecting people's selection of hotels during the COVID-19 situation and the decision-making process were applied as the theoretical framework in this study to design the research tool which was in the form of a questionnaire survey to collect the data to answer the research questions, and all these obtained research findings were expected to be beneficial for the hoteliers or entrepreneurs who were interested in this field.

Research Methods

Research Participants

The participants of the study included 40 tourists who stayed in the hotels located in Chiang Mai Province, Thailand. The participants were both Thai and foreign tourists with the

age ranges from 18-60 years old and both male and female. They were informed about the purposes of the study and asked about their willingness to complete the questionnaire.

Research Instruments

The data were collected through 40 online questionnaires in Google Forms and offline questionnaires. The questions were formed based on the decision-making process theory. Moreover, the questionnaires were accessed by the participants through the URL and QR code scanning for convenience. The questionnaires were designed in the Thai language and the English one for both Thai and foreign tourists. Each questionnaire was divided into three parts which were the respondents' general information, the respondents' hotel selection factors and preferences, and the respondents' additional comments and suggestions concerning the personal perspectives in selecting a hotel. The first part of the questionnaire was general information of the respondents and their experience in selecting a hotel in Chiang Mai. In this part, the questions were about the personal information of the respondents such as gender, age, salary, and the experience in staying at a hotel in Chiang Mai during the past COVID-19 situation. In the second part, the designed questions were based on the decision-making process theory and the reviewed previous studies concerning the factors influencing the hotel selection of tourists during the current COVID-19 situation. The 5-point Likert scale was used to rate the respondents' opinions and behaviors of the hotel selection based on their experiences and preferences. In the third part of the questionnaire, there were open-ended questions asking for the respondents' additional comments or suggestions concerning the factors influencing their hotel selection in Chiang Mai during the current COVID-19 situation. Finally, the data were analyzed, synthesized and presented.

Data Analysis

The data collected from the questionnaires were quantitatively analyzed by using descriptive statistics to examine the factors that influenced the tourists' hotel selection in Chiang Mai during the current COVID-19 situation. In the first part of the questionnaire, the data were represented in the form of pie charts to show the respondents' ratio of genders, ages, and salary ranges. The data in the second part were analyzed by using percentage frequency and represented in a table to show the frequency for each factor that influenced the tourists' hotel selection in Chiang Mai during the current COVID-19 situation. Next, the collected qualitative data from the third part in the questionnaires were analyzed and presented in a report format.

Research Results

Data Collected from The Questionnaires

The Questionnaire Respondents' Demographic Information and Hotel Selection Experiences during the Past COVID-19 Situation

According to the questionnaire results, there were 72.5% of the respondents who were female, 22.5% who were male and 5% who preferred not to specify their gender.

Over half of the respondents (55%) were 21-30 years old. 20% of the respondents were more than 60 years old. A small number of the respondents (12.5%) were 51-60 years old. 10% of the respondents (55%) were 31-40 years old. Only one respondent (2.5%) was 41-60 years old.

35% of the respondents had the salary of 15,000 – 30,000 baht per month. A quarter of the respondents had the salary of 45,000 – 60,000 baht per month. There were 20% of the respondents who got less than 15,000 baht per month while 12.5% of them got 30,001 - 45,000

baht per month. A minority of the respondents (7.5%) had the salary of more than 60,000 baht per month.

Over half of the respondents (62.5%) had been to Chiang Mai during the past COVID-19 situation for 1 - 2 times. 27.5% of the respondents had been to Chiang Mai during the past COVID-19 situation for 3 - 5 times. The rest of the respondents (10%) had been to Chiang Mai during the past COVID-19 situation for more than 10 times.

47.5% of the respondents paid less than 1,000 baht per room for one night at a hotel in Chiang Mai during the past COVID-19 situation. Another 47.5% of them spent 1,001 – 2,000 baht per room for one night. The rest of the respondents (5%) spent 2,001 – 3,000 baht on the deposit per room for one night.

The majority of the respondents (70%) found the information about the hotels in Chiang Mai through websites or applications, such as Agoda, Booking.com, and TripAdvisor. Almost half of the respondents (47.5%) knew the hotels in Chiang Mai through recommendations from friends, family, or acquaintances. 45% of the respondents found the information about the hotels in Chiang Mai through search engines, such as Google, Yahoo, and Bing. Almost a third of the respondents (32.5%) knew the hotels in Chiang Mai through social media, such as Facebook and Twitter.

The majority of the respondents (80%) compared different hotels' information before booking a hotel during the past COVID-19 situation while 5% of the respondents did not compare different hotels' information. A small number of the respondents (12.5%) sometimes compared the information from different hotels before booking one. Only one respondent (2.5%) was not sure whether or not he compared different hotels' information before booking one during the past COVID-19 situation.

Almost half of the respondents (47.5%) would come back to the hotel again or recommend it to others if they felt impressed after staying in a hotel during the past COVID-19 situation. 45% of the respondents thought they would sometimes come back to the hotel again or recommended it to others if they felt impressed with the hotel. A small number of the respondents (5%) would not come back to the hotel again or recommend it to others even if they felt impressed with the hotel. Only one respondent (2.5%) was not sure that they would come back to the hotel again or recommend it to others if he felt impressed with his stay in a hotel.

Information of the Factors Influencing the Questionnaire Respondents' Hotel

Selection in Chiang Mai during the Current COVID-19 Situation

Table 1

Factors Influencing the Tourist Questionnaire

Respondents' Hotel Selection in Chiang Mai during the Current COVID-19 Situation

The Tourist Respondents' Hotel Selection in Chiang Mai during the Current COVID-19 Situation		Levels of Agreement				
		Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
		5	4	3	2	1
1. Hygiene, Cleanliness, and Social Distancing Policy						
1.1	I think hygiene, cleanliness, and social distancing policy influence my hotel selection during the current COVID-19 situation.	17 (42.5%)	16 (40%)	6 (15%)	1 (2.5%)	0
1.2	I compare the policy of disease control and prevention and hygiene standards certification of each hotel before booking it.	16 (40%)	14 (35%)	6 (15%)	3 (7.5%)	1 (2.5%)

1.3	I think hotels in Chiang Mai should have a policy of disease control and prevention; for example, all staffs should be fully vaccinated.	19 (47.5%)	14 (35%)	6 (15%)	0	1 (2.5%)
1.4	I choose the hotel which has been reviewed mainly on the basis of its policy of disease control and prevention.	7 (17.5%)	18 (45%)	11 (27.5%)	3 (7.5%)	1 (2.5%)
1.5	I book the hotel which has the best policy of disease control and prevention.	10 (25%)	12 (30%)	13 (32.5%)	4 (10%)	1 (2.5%)
1.6	I will come back to the hotel again if it has the best policy of disease control and prevention.	15 (37.5%)	17 (42.5%)	6 (15%)	1 (2.5%)	1 (2.5%)
1.7	I will recommend the hotel with a strict policy of disease control and prevention to others.	15 (37.5%)	15 (37.5%)	8 (20%)	2 (5%)	0
2. Location						
2.1	I think the location of a hotel influences my hotel selection during the COVID-19 situation.	15 (37.5%)	20 (50%)	5 (12.5%)	0	0
2.2	I compare the locations of hotels for my convenience in transportation before booking one.	13 (32.5%)	23 (57.5%)	4 (10%)	0	0
2.3	I choose the hotel which has been reviewed mainly on the basis of its good location and environment.	16 (40%)	18 (45%)	6 (15%)	0	0

2.4	I book the hotel which is located near tourist attractions and restaurants during the current COVID-19 situation.	13 (32.5%)	18 (45%)	7 (17.5%)	1 (2.5%)	1 (2.5%)
2.5	I will come back to the hotel again if it is located near tourist attractions and restaurants.	10 (25%)	21 (52.5%)	7 (17.5%)	1 (2.5%)	1 (2.5%)
2.6	I will recommend the hotel to others if it is located near tourist attractions and restaurants.	11 (27.5%)	22 (55%)	4 (10%)	3 (7.5%)	0
3. Hotel Services						
3.1	I think hotel services influence my hotel selection during the current COVID-19 situation.	18 (45%)	17 (42.5%)	3 (7.5%)	2 (5%)	0
3.2	I compare the service points of hotels on different websites before booking one.	12 (30%)	19 (47.5%)	7 (17.5%)	2 (5%)	0
3.3	I choose the hotel which provides needed facilities and amenities for the stay during the current COVID-19 situation (e.g., a microwave or the internet).	11 (27.5%)	21 (52.5%)	7 (17.5%)	1 (2.5%)	0
3.4	I prefer to choose the services from the chained-brand hotels rather than the independent ones.	2 (5%)	17 (42.5%)	11 (27.5%)	7 (17.5%)	3 (7.5%)
3.5	I book the hotel which provides good services and full facilities during	12 (30%)	19 (47.5%)	8 (20%)	1 (2.5%)	0

	the current COVID-19 situation.					
3.6	I will come back to the hotel again if it provides good services.	21 (52.5%)	16 (40%)	3 (7.5%)	0	0
3.7	I will recommend the hotel which provides good services to others.	16 (40%)	16 (40%)	8 (20%)	0	0
4. Price						
4.1	I think the room price for each overnight stay influences my hotel selection during the current COVID-19 situation.	22 (55%)	17 (42.5%)	1 (2.5%)	0	0
4.2	I study the reviews about hotel prices in Chiang Mai during the current COVID-19 situation on different websites.	11 (27.5%)	23 (57.5%)	6 (15%)	0	0
4.3	I compare the room prices of hotels before making a hotel reservation during the current COVID-19 situation.	17 (42.5%)	18 (45%)	5 (12.5%)	0	0
4.4	I book a hotel in Chiang Mai during the current COVID-19 situation by considering its room price first.	8 (20%)	19 (47.5%)	10 (25%)	3 (7.5%)	0
4.5	I will come back to the hotel again if I think its room price is reasonable.	15 (37.5%)	19 (47.5%)	6 (15%)	0	0
4.6	I will recommend the hotel that has a reasonable room price to others.	14 (35%)	23 (57.5%)	3 (7.5%)	0	0

5. Hotel Safety and Security						
5.1	I think hotel safety and security influence my hotel selection during the current COVID-19 situation.	15 (37.5%)	22 (55%)	2 (5%)	1 (2.5%)	0
5.2	I compare the safety and security measures of hotels before making a hotel reservation during the current COVID-19 situation.	11 (27.5%)	19 (47.5%)	8 (20%)	2 (5%)	0
5.3	I book the hotel which has strict safety and security measures (e.g., using a key card for an elevator use).	12 (30%)	17 (42.5%)	7 (17.5%)	4 (10%)	0
5.4	I will come back to the hotel which has good safety and security measures again.	18 (45%)	17 (42.5%)	5 (12.5%)	0	0
5.5	I will recommend the hotel which has good safety and security measures to others.	16 (40%)	18 (45%)	5 (12.5%)	1 (2.5%)	0

Table 1 shows that 42.5% of the respondents strongly agreed that hygiene, cleanliness, and social distancing policy influenced their hotel selection during the current COVID-19 situation. There were 40% of the respondents who strongly agreed that they compared the policy of disease control and prevention and the hygiene standard certification of each hotel before booking one. Almost half of the respondents (47.5%) strongly agreed that hotels in Chiang Mai should have a policy of disease control and prevention. Nearly half of the respondents (45%) agreed that they chose the hotel which had been reviewed mainly on the basis of its policy of disease control and prevention. Almost a third of the respondents (32.5%) were uncertain that

they booked the hotel which had the best policy of disease control and prevention while 42.5% of the respondents agreed that they would come back to the hotel again if the hotel had the best policy of disease control and prevention. 37.5% of the respondents strongly agreed that they would recommend the hotel with a strict policy of disease control and prevention to others.

In addition, Table 1 shows that half of the respondents (50%) agreed that the location of a hotel influenced their hotel selection during the COVID-19 situation. There were over half of the of the respondents (57.5%) who agreed that they compared the locations of hotels for their convenience in transportation before booking one. Almost half of the respondents (45%) agreed that they chose the hotel which had been reviewed mainly on the basis of its good location and environment. Additionally, 45% of the respondents agreed that they booked the hotel which was located near tourist attractions and restaurants during the current COVID-19 situation. There were 52.5% of the respondents who agreed that they would come back to the hotel again if it was located near tourist attractions and restaurants. Over half of the respondents (55%) agreed that they would recommend the hotel to others if it was located near tourist attractions and restaurants.

As can be seen in Table 1, almost half of the respondents (45%) strongly agreed that hotel services influenced their hotel selection during the current COVID-19 situation. 47.5% of the respondents agreed that they compared the service points of hotels on different websites before booking one. Over half of the respondents (52.5%) agreed that they chose the hotel which provided needed facilities and amenities for the stay during the current COVID-19 situation. Moreover, there were 42.5% of the respondents who agreed that they preferred to choose the services from the chained-brand hotels rather than the independent ones. Almost half of the respondents (47.5%) agreed that they booked the hotel which provided good services and full

facilities during the current COVID-19 situation. Over half of the respondents (52.5%) strongly agreed that they would come back to the hotel again if it provided good services. In addition, 40% of the respondents strongly agreed that they would recommend the hotel which provided good services to others.

As for the price presented in Table 1, over half of the respondents (55%) strongly agreed that the room price for each overnight stay influenced their hotel selection during the current COVID-19 situation. 57.5% of the respondents agreed that they studied the reviews about hotel prices in Chiang Mai during the current COVID-19 situation on different websites. There were 45% of the respondents who agreed that they compared the room prices of hotels before making a hotel reservation. Nearly half of the respondents (47.5%) agreed that they booked a hotel in Chiang Mai during the current COVID-19 situation by considering its room price first. Besides, 47.5% of the respondents agreed that they would come back to the hotel again if its room price was reasonable. In addition, over half of the respondents (57.5%) agreed that they would recommend the hotel that had a reasonable room price to others.

As shown in Table 1, over half of the respondents (55%) agreed that hotel safety and security influenced their hotel selection during the current COVID-19 situation. Nearly half of the respondents (47.5%) agreed that they compared the safety and security measures of hotels before making a hotel reservation during the current COVID-19 situation. Moreover, there were 42.5% of the respondents who agreed that they booked the hotel which had strict safety and security measures. 45% of the respondents strongly agreed that they would come back to the hotel which had good safety and security measures again. Also, 45% of the respondents agreed that they would recommend the hotel which had good safety and security measures to others.

Additional Comments or Suggestions Concerning the Factors Influencing the Respondents' Hotel Selection in Chiang Mai

Some questionnaire respondents provided additional comments or suggestions concerning the factors influencing the hotel selection in Chiang Mai. 15% of them claimed that the room price should be reasonable and suitable when compared to the hotel's quality. 10% of the respondents were most influenced by the good hygiene and cleanliness policy of the hotel during the current COVID-19 situation. Moreover, a small number of the respondents (7.5%) gave their opinion that the reviews from the hotel's guests influenced their hotel selection. Also, 7.5% of the respondents thought that the strict disease control and prevention policy could convince people to book a hotel. Five percent of the respondents were most influenced by the hotel's location and good service quality. Another five percent of them thought that the good hygiene and cleanliness policy had more influence on the guests' hotel selection than the strict disease control and prevention policy. There was only one respondent who claimed that the COVID-19 situation did not affect his hotel selection.

Conclusion

Discussion of the Main Findings

Significant Factors Influencing the Respondents' Hotel Selection in Chiang Mai

According to the data collected from the questionnaires, it can be summarized that the factors influencing the hotel selection of tourists mentioned in the reviewed theoretical framework and previous studies have all affected the hotel selection decision-making of the tourists in Chiang Mai during the current COVID-19 situation to a certain extent.

There are several significant factors that have been found to be influential to the tourists who have made a hotel reservation decision in Chiang Mai. The first factor is the hygiene,

cleanliness, and social distancing policy. It could be seen that over half of the questionnaire respondents agreed that this factor influenced their hotel selection during the current COVID-19 situation. The next factor is the location of the hotel. Most of the respondents agreed that the location affected their hotel selection. Another important factor is the hotel services which include all the facilities and personal services provided for the customers. Most of the respondents agreed that this factor was one of the factors influencing their hotel selection. However, there were over half of the respondent who did not decide and agree that they preferred the services from the chained-brand hotels rather than from the independent ones during the current COVID-19 situation.

In addition, the factor which almost all of the respondents agreed that it influenced their hotel selection during the current COVID-19 situation is the price per room for one night at a hotel. The last influential factor is the hotel's safety and security, such as consumer protection, public safety, and environmental security. Nearly half of the respondents agreed that this factor affected their hotel selection in Chiang Mai during the current COVID-19 situation.

Based on the questionnaire results, there are other interesting additional comments or suggestions of the respondents concerning the factors influencing the hotel selection in Chiang Mai that can confirm that the hotel's price, hygiene and cleanliness, reviews from the previous guests, strict disease control and prevention, as well as location and good services are all the influential factors that aid in their hotel selection.

Therefore, it can be concluded that there are several factors influencing tourists' hotel selection in Chiang Mai during the current COVID-19 situation that hoteliers or entrepreneurs who are interested in this hotel business field can take into consideration for a better

understanding of their target group's demands and for their effective hotel management in the future.

Recommendations

This study shows that all the above-mentioned factors can influence tourists' hotel selection in Chiang Mai during the COVID-19 situation. Therefore, it is recommended that those hotels should respond to the customers' demands accordingly for their own competitive advantages. Customers themselves would find a hotel that serves their needs, such as the hotel that is within their budget and convenient in terms of transportation since they do not want to spend more money on it. Hotels in Chiang Mai should then provide rooms with reasonable prices and still maintain their good standard of qualities, including their services and hygiene or cleanliness. Furthermore, they should consider their location to see whether it is convenient for their customers to go to different places by nearby public transportation, such as electric train or taxi. Last but not least, to attract more customers during the current COVID-19 situation, these hotels should maintain their social distancing policy and safety and security measures. All these research results and suggestions are expected to provide optimum benefits for those working in the hotel industry in Chiang Mai in some way.

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Appendix A

Questionnaire (Thai Version)

แบบสอบถาม

เรื่อง ปัจจัยที่ส่งผลต่อการเลือกพักโรงแรมในเชียงใหม่ของนักท่องเที่ยวช่วงสถานการณ์โควิดปัจจุบัน

คำชี้แจง แบบสอบถามนี้จัดทำขึ้นเพื่อเป็นส่วนหนึ่งของวิชา 001489 การศึกษาวิชาค้นคว้าอิสระ (Independent Study) ของหลักสูตรศิลปศาสตรบัณฑิตศึกษา ภาควิชาภาษาอังกฤษ คณะมนุษยศาสตร์ มหาวิทยาลัยเชียงใหม่ มีวัตถุประสงค์เพื่อศึกษาปัจจัยที่ส่งผลต่อการเลือกพักโรงแรมในเชียงใหม่ของนักท่องเที่ยวช่วงสถานการณ์โควิดปัจจุบัน ทั้งนี้ข้อมูลที่ได้จากแบบสอบถามชุดนี้จะถูกนำไปใช้เพื่อประโยชน์ทางการศึกษาเท่านั้น โดยจะไม่มีผลกระทบในเชิงลบแก่ผู้ตอบแบบสอบถามแต่ประการใด จึงขอความอนุเคราะห์ในการตอบแบบสอบถามตามความเป็นจริงมากที่สุด

แบบสอบถามแบ่งออกเป็น 3 ส่วน ดังนี้

ส่วนที่ 1 ข้อมูลทางประชากรศาสตร์และประสบการณ์การเลือกพักโรงแรมในเชียงใหม่ช่วงสถานการณ์โควิดที่ผ่านมา

ส่วนที่ 2 ข้อมูลปัจจัยที่ส่งผลต่อการเลือกพักโรงแรมในเชียงใหม่ของนักท่องเที่ยวช่วงสถานการณ์โควิดปัจจุบัน

ส่วนที่ 3 ข้อเสนอแนะหรือความคิดเห็นเพิ่มเติมเกี่ยวกับการเลือกพักโรงแรมในเชียงใหม่ของนักท่องเที่ยวช่วงสถานการณ์โควิดปัจจุบัน

ผู้วิจัยขอขอบคุณผู้ตอบแบบสอบถามทุกท่านที่ให้ความอนุเคราะห์และกรุณาเสียสละเวลาอันมีค่าในการตอบแบบสอบถามมา ณ ที่นี้

นางสาวสุริภรณ์ ท้าวเชียง
นักศึกษาชั้นปีที่ 4 คณะมนุษยศาสตร์
มหาวิทยาลัยเชียงใหม่

ส่วนที่ 1 ข้อมูลทางประชากรศาสตร์และประสบการณ์การเลือกพักโรงแรมในเชียงใหม่ช่วงสถานการณ์โควิดที่ผ่านมา

คำชี้แจง โปรดทำเครื่องหมาย ✓ ลงในช่อง ☐ ที่ตรงกับความเป็นจริงเกี่ยวกับตัวท่าน

1. เพศ

☐ ชาย

☐ หญิง

☐ ไม่ระบุ

2. อายุ

☐ ต่ำกว่า 20 ปี

☐ 21 - 30 ปี

☐ 31 - 40 ปี

☐ 41 - 50 ปี

☐ 51 - 60 ปี

☐ มากกว่า 60 ปี

3. รายได้เฉลี่ยต่อเดือน

☐ ต่ำกว่า 15,000 บาท

☐ 15,000 - 30,000 บาท

☐ 30,001 - 45,000 บาท

☐ 45,001 - 60,000 บาท

☐ มากกว่า 60,000 บาทขึ้นไป

4. ท่านเคยเดินทางไปเที่ยวจังหวัดเชียงใหม่ช่วงสถานการณ์โควิดที่ผ่านมาแล้วกี่ครั้ง

☐ 1 - 2 ครั้ง

☐ 3 - 5 ครั้ง

☐ 6 - 10 ครั้ง

☐ มากกว่า 10 ครั้ง

5. โดยปกติ ท่านจ่ายค่าโรงแรมที่พักในเชียงใหม่ช่วงสถานการณ์โควิดที่ผ่านมาคืนละประมาณเท่าไร

☐ ต่ำกว่า 1,000 บาท

☐ 1,001 - 2,000 บาท

☐ 2,001 - 3,000 บาท

☐ 3,001 - 4,000 บาท

☐ 4,000 บาทขึ้นไป

6. ช่วงโควิดที่ผ่านมา ท่านรู้จักหรือหาข้อมูลโรงแรมที่พักในเชียงใหม่จากช่องทางใดบ้าง (สามารถเลือกได้มากกว่า 1 คำตอบ)

- ☐ โปรแกรมสืบค้นข้อมูลต่างๆ (Search Engines) เช่น Google, Yahoo, Bing
- ☐ เว็บไซต์หรือแอปพลิเคชันต่างๆ เช่น Agoda, Booking.com, TripAdvisor
- ☐ สื่อสังคมออนไลน์ เช่น Facebook, Twitter
- ☐ คำแนะนำจากเพื่อน ครอบครัว หรือคนรู้จัก
- ☐ อื่นๆ (โปรดระบุ) _____

7. ช่วงโควิดที่ผ่านมา ท่านมีการประเมินเปรียบเทียบข้อมูลโรงแรมที่พักก่อนการตัดสินใจเลือกใช้บริการทุกครั้ง ใช่หรือไม่

- ☐ ใช่ ☐ เป็นบางครั้ง ☐ ไม่ใช่ ☐ ไม่แน่ใจ

8. หลังจากใช้บริการโรงแรมที่พักในช่วงสถานการณ์โควิดที่ผ่านมาแล้วเกิดความประทับใจ ท่านจะกลับไปใช้บริการอีกครั้งหรือแนะนำโรงแรมที่พักนั้นให้ผู้อื่นต่อไป ใช่หรือไม่

- ☐ ใช่ ☐ เป็นบางครั้ง ☐ ไม่ใช่ ☐ ไม่แน่ใจ

ส่วนที่ 2 ข้อมูลปัจจัยที่ส่งผลต่อการเลือกพักโรงแรมในเชียงใหม่ของนักท่องเที่ยวช่วงสถานการณ์โควิดปัจจุบัน

คำชี้แจง โปรดพิจารณาข้อความและทำเครื่องหมาย ✓ ในช่องที่ตรงกับความคิดเห็นของท่านมากที่สุด

การเลือกพักโรงแรมในเชียงใหม่ของ นักท่องเที่ยวช่วงสถานการณ์โควิด ปัจจุบัน	ระดับความคิดเห็น				
	เห็นด้วย อย่างยิ่ง (5)	เห็นด้วย (4)	ไม่แน่ใจ (3)	ไม่เห็นด้วย (2)	ไม่เห็นด้วย อย่างยิ่ง (1)
1. สุขอนามัย ความสะอาด และการเว้นระยะห่าง (social distancing)					
1.1 ท่านคิดว่ามาตรการด้านสุขอนามัย ความสะอาด และการเว้นระยะห่าง ของ โรงแรมมีผลต่อการจองโรงแรมช่วง สถานการณ์โควิดปัจจุบันของท่าน					
1.2 ท่านเปรียบเทียบแนวปฏิบัติการ ป้องกันควบคุมโรคและมาตรฐานความ สะอาดของแต่ละโรงแรมก่อนเลือกจอง					
1.3 ท่านคิดว่าโรงแรมในเชียงใหม่ควร มีแนวปฏิบัติการป้องกันควบคุมโรค เช่น พนักงานฉีดวัคซีนครบโดส					
1.4 ท่านเลือกโรงแรมที่มีรีวิวบน เว็บไซต์โดยมุ่งเน้นเรื่องแนวปฏิบัติการ ป้องกันควบคุมโรคเป็นหลัก					
1.5 ท่านเลือกจองโรงแรมที่มีแนว ปฏิบัติการป้องกันควบคุมโรคที่ดีที่สุด ช่วงสถานการณ์โควิดปัจจุบันมากกว่า ปัจจัยอื่น					
1.6 ท่านจะกลับมาใช้บริการโรงแรมที่มี					

แนวปฏิบัติการป้องกันควบคุมโรคที่ รัดกุมอีกครั้ง					
1.7 ท่านจะแนะนำโรงแรมที่มีแนว ปฏิบัติการป้องกันควบคุมโรคที่รัดกุม ให้ผู้อื่นต่อไป					
2. สถานที่ตั้ง					
2.1 ท่านคิดว่าตำแหน่งที่ตั้งของโรงแรม มีผลต่อการจองโรงแรมช่วงสถานการณ์ โควิดปัจจุบันของท่าน					
2.2 ท่านเปรียบเทียบที่ตั้งของแต่ละ โรงแรมเพื่อความสะดวกต่อการ เดินทางมากที่สุดในช่วงสถานการณ์โค วิดปัจจุบัน					
2.3 ท่านเลือกโรงแรมจากรีวิวเรื่อง สถานที่ตั้งและสภาพแวดล้อมของ โรงแรมเป็นหลัก					
2.4 ท่านเลือกโรงแรมที่ตั้งอยู่ใกล้แหล่ง ท่องเที่ยวและร้านอาหารมากที่สุด ในช่วงสถานการณ์โควิดปัจจุบัน					
2.5 ท่านจะกลับมาใช้บริการโรงแรมที่ ตั้งอยู่ใกล้กับสถานที่ท่องเที่ยวและ ร้านอาหารต่าง ๆ อีกครั้ง					
2.6 ท่านจะแนะนำโรงแรมที่ตั้งอยู่ใกล้ กับสถานที่ท่องเที่ยวและร้านอาหารต่าง ๆ ให้ผู้อื่นต่อไป					

3. การบริการ					
3.1 ท่านคิดว่าบริการของโรงแรมมีผลต่อการจองโรงแรมช่วงสถานการณ์โควิดปัจจุบันของท่าน					
3.2 ท่านเปรียบเทียบคะแนนการบริการของแต่ละโรงแรมจากรีวิวบนเว็บไซต์ต่าง ๆ เพื่อเลือกจองที่พักในช่วงสถานการณ์โควิดปัจจุบัน					
3.3 ท่านเลือกใช้บริการโรงแรมที่มีสิ่งอำนวยความสะดวกที่จำเป็นในช่วงสถานการณ์โควิดปัจจุบัน เช่น ไมโครเวฟ หรือ อินเทอร์เน็ต					
3.4 ท่านชอบใช้บริการของโรงแรมที่อยู่ในเครือมากกว่าโรงแรมทั่วไป					
3.5 ท่านเลือกจองโรงแรมจากการบริการที่ดีและสิ่งอำนวยความสะดวกครบครันในช่วงสถานการณ์โควิดปัจจุบัน					
3.6 ท่านจะกลับมาใช้บริการโรงแรมที่มีการบริการที่ประทับใจอีกครั้ง					
3.7 ท่านจะแนะนำผู้อื่นให้มาใช้บริการโรงแรมที่มีการบริการที่ประทับใจ					
4. ราคา					
4.1 ท่านคิดว่าราคาห้องพักต่อคืนมีผล					

ต่อการจองโรงแรมช่วงสถานการณ์โควิดปัจจุบันของท่าน					
4.2 ท่านศึกษารีวิวบนเว็บไซต์ต่างๆ เกี่ยวกับเรื่องราคาห้องพักของโรงแรมในเชียงใหม่ ช่วงสถานการณ์โควิดปัจจุบัน					
4.3 ท่านเปรียบเทียบราคาของแต่ละโรงแรมจากบนเว็บไซต์ก่อนจองที่พักในช่วงสถานการณ์โควิดปัจจุบัน					
4.4 ท่านเลือกจองโรงแรมในเชียงใหม่ช่วงสถานการณ์โควิดปัจจุบัน โดยพิจารณาจากราคาห้องพักเป็นอันดับแรก					
4.5 ท่านจะกลับมาใช้บริการอีกครั้งเมื่อท่านคิดว่าโรงแรมที่พักนั้นมีราคาสมเหตุสมผล					
4.6 ท่านจะแนะนำโรงแรมที่พักที่มีราคาสมเหตุสมผลให้กับผู้อื่นต่อไป					
5. ระบบรักษาความปลอดภัย					
5.1 ท่านคิดว่าระบบรักษาความปลอดภัยมีผลต่อการจองโรงแรมช่วงสถานการณ์โควิดปัจจุบันของท่าน					
5.2 ท่านเปรียบเทียบมาตรการการรักษาความปลอดภัยของแต่ละโรงแรมก่อนเลือกจองที่พักช่วงสถานการณ์โควิด					

ปัจจุบัน					
5.3 ท่านเลือกโรงแรมที่มีการรักษาความปลอดภัยที่รัดกุมมาก เช่น การใช้คีย์การ์ดเพื่อใช้ลิฟต์					
5.4 ท่านจะกลับมาใช้บริการ โรงแรมที่มีระบบรักษาความปลอดภัยที่ดี					
5.5 ท่านจะแนะนำโรงแรมที่มีระบบรักษาความปลอดภัยที่ดีให้ผู้อื่นต่อไป					

ส่วนที่ 3 ข้อเสนอแนะหรือความคิดเห็นเพิ่มเติมเกี่ยวกับการเลือกพักโรงแรมในเชียงใหม่ของนักท่องเที่ยวช่วงสถานการณ์โควิดปัจจุบัน

คำชี้แจง โปรดระบุข้อเสนอแนะหรือความคิดเห็นเพิ่มเติมเกี่ยวกับการเลือกพักโรงแรมในเชียงใหม่ของท่านช่วงสถานการณ์โควิดปัจจุบัน

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Appendix B

Questionnaire (English Version)

Questionnaire Factors Influencing Tourists' Hotel Selection in Chiang Mai during the Current COVID-19 Situation

With this questionnaire, we would like to explore the factors influencing tourists' hotel selection in Chiang Mai during the current COVID-19 situation. There are no right or wrong answers. Please answer the questions based on what is true to you and what you really think about the topic. All your personal information and answers will be treated confidentially.

This questionnaire is divided into 3 parts:

Part 1: General information and hotel selection experience of the tourist respondents

Part 2: Information of the factors influencing tourists' hotel selection in Chiang Mai during the current COVID-19 situation

Part 3: Additional comments or suggestions concerning tourists' personal perspectives in selecting a hotel in Chiang Mai during the current COVID-19 situation

Sureeporn Thowchiang
Faculty of Humanities
Chiang Mai University

Part 1: General Information and Hotel Selection Experience of the Tourist Respondents

Instructions: Please put a tick (✓) in front of the information that best describes you.

1. Sex

☐ male
 ☐ female
 ☐ N/A
2. Age

☐ less than 20

☐ 21 - 30

☐ 31 - 40

☐ 41 - 50

☐ 51 - 60

☐ more than 60
3. Salary per month

☐ less than 15,000 baht

☐ 15,000 - 30,000 baht

☐ 30,001 - 45,000 baht

☐ 45,001 - 60,000 baht

☐ more than 60,000 baht
4. How many times have you been to Chiang Mai during the past COVID-19 situation?

☐ 1 - 2 times
 ☐ 3 - 5 times
 ☐ 6 - 10 times
 ☐ more than 10 times
5. How much did you usually spend on the deposit per room for one night at a hotel in Chiang Mai during the past COVID-19 situation?

☐ less than 1,000 baht

☐ 1,001 - 2,000 baht

☐ 2,001 - 3,000 baht

☐ 3,001 - 4,000 baht

☐ more than 4,000 baht
6. During the past COVID-19 situation, how did you know or find the information about the hotels in Chiang Mai? (You can choose more than 1 answer.)

☐ Through search engines (e.g., Google, Yahoo, Bing, etc.)

☐ Through websites or applications (e.g., Agoda, Booking.com, TripAdvisor, etc.)

☐ Through social media (e.g., Facebook, Twitter, etc.)

☐ Through the recommendations from friends, family, or acquaintances

☐ Other (Please specify) _____
7. During the past COVID-19 situation, did you compare different hotels' information before booking one?

☐ Yes
 ☐ Sometimes
 ☐ No
 ☐ Not sure
8. After staying in a hotel during the past COVID-19 situation and feeling impressed with it, would you come back to the hotel again or recommend it to others?

☐ Yes
 ☐ Sometimes
 ☐ No
 ☐ Not sure

Part 2: Information of the Factors Influencing Tourists' Hotel Selection in Chiang Mai during the Current COVID-19 Situation

Instructions: Please put a tick (✓) in the box that best describes your level of agreement with each statement.

Tourists' Hotel Selection in Chiang Mai during the Current COVID-19 Situation	Level of Agreement				
	Strongly agree (5)	Agree (4)	Uncertain/ Undecided (3)	Disagree (2)	Strongly disagree (1)
6. Hygiene, Cleanliness, and Social Distancing Policy					
1.1 I think hygiene, cleanliness, and social distancing policy influence my hotel selection during the current COVID-19 situation.					
1.2 I compare the policy of disease control and prevention and hygiene standards certification of each hotel before booking it.					
1.3 I think hotels in Chiang Mai should have a policy of disease control and prevention; for example, all staffs should be fully vaccinated.					
1.4 I choose the hotel which has been reviewed mainly on the basis of its policy of disease control and prevention.					
1.5 I book the hotel which has the best policy of disease control and prevention.					
1.6 I will come back to the hotel again if it has the best policy of disease control and prevention.					
1.7 I will recommend the hotel with a strict policy of disease control and prevention to others.					

7. Location					
2.1 I think the location of a hotel influences my hotel selection during the COVID-19 situation.					
2.2 I compare the locations of hotels for my convenience in transportation before booking one.					
2.3 I choose the hotel which has been reviewed mainly on the basis of its good location and environment.					
2.4 I book the hotel which is located near tourist attractions and restaurants during the current COVID-19 situation.					
2.5 I will come back to the hotel again if it is located near tourist attractions and restaurants.					
2.6 I will recommend the hotel to others if it is located near tourist attractions and restaurants.					
8. Hotel Services					
3.1 I think hotel services influence my hotel selection during the current COVID-19 situation.					
3.2 I compare the service points of hotels on different websites before booking one.					
3.3 I choose the hotel which provides needed facilities and amenities for the stay during the current COVID-19 situation (e.g., a microwave or the internet).					
3.4 I prefer to choose the services from the chained-brand hotels rather than the independent ones.					

3.5 I book the hotel which provides good services and full facilities during the current COVID-19 situation.					
3.6 I will come back to the hotel again if it provides good services.					
3.7 I will recommend the hotel which provides good services to others.					
9. Price					
4.1 I think the room price for each overnight stay influences my hotel selection during the current COVID-19 situation.					
4.2 I study the reviews about hotel prices in Chiang Mai during the current COVID-19 situation on different websites.					
4.3 I compare the room prices of hotels before making a hotel reservation during the current COVID-19 situation.					
4.4 I book a hotel in Chiang Mai during the current COVID-19 situation by considering its room price first.					
4.5 I will come back to the hotel again if I think its room price is reasonable.					
4.6 I will recommend the hotel that has a reasonable room price to others.					
10. Hotel Safety and Security					
5.1 I think hotel safety and security influence my hotel selection during the current					

COVID-19 situation.					
5.2 I compare the safety and security measures of hotels before making a hotel reservation during the current COVID-19 situation.					
5.3 I book the hotel which has strict safety and security measures (e.g., using a key card for an elevator use).					
5.4 I will come back to the hotel which has good safety and security measures again.					
5.5 I will recommend the hotel which has good safety and security measures to others.					

Part 3: Additional Comments or Suggestions Concerning Tourists' Personal Perspectives in Selecting a Hotel in Chiang Mai during the Current COVID-19 Situation

Instructions: Please specify your comments or suggestions concerning the additional factors influencing your hotel selection in Chiang Mai during the current COVID-19 situation.

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Appendix C

Questionnaire Data Analysis

Demographic Information and Hotel Selection Experiences

Figure 1

The Respondents' Genders

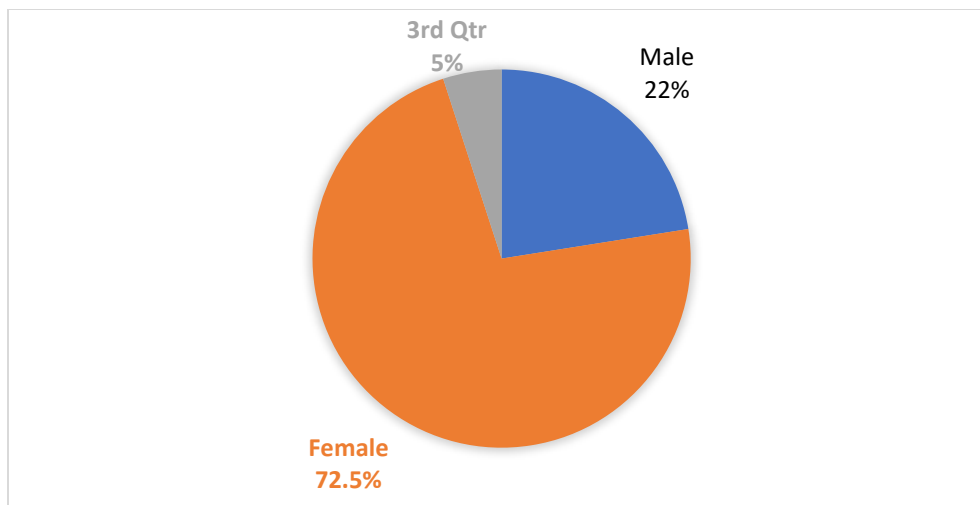


Figure 2

The Respondents' Ages

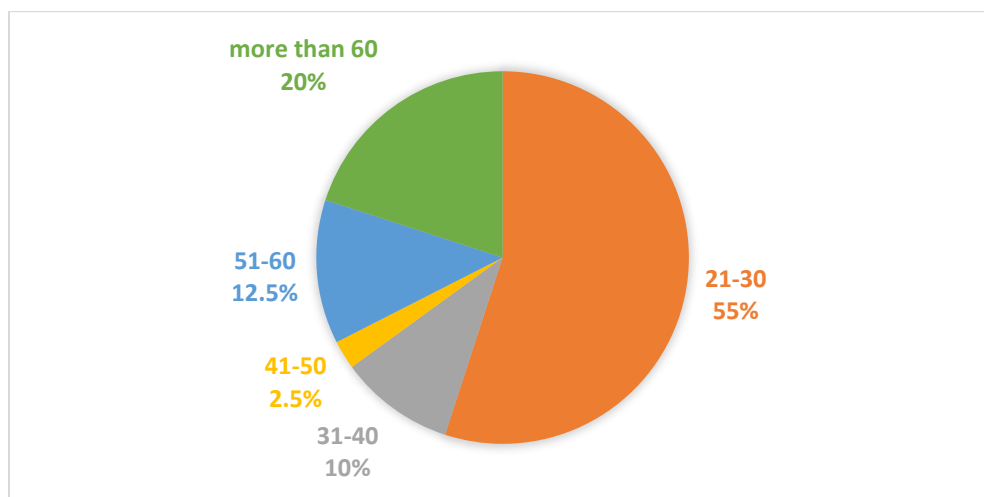


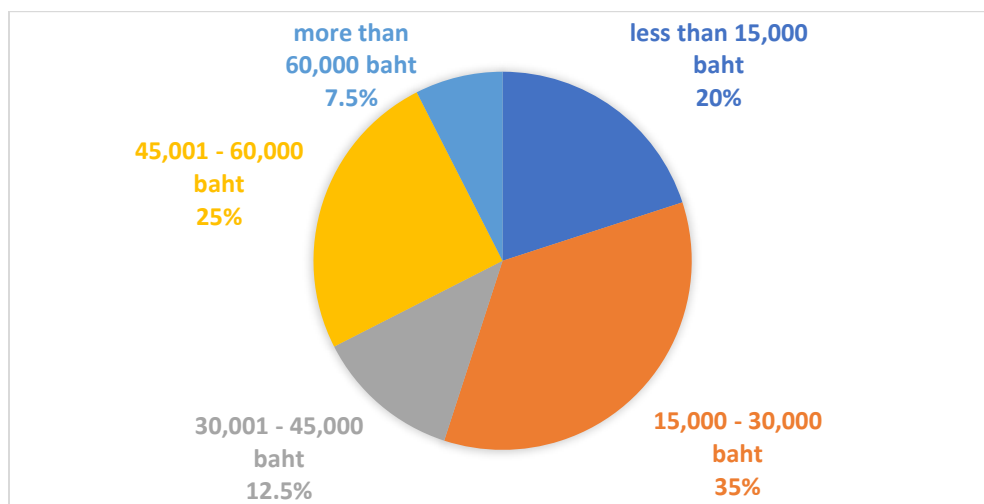
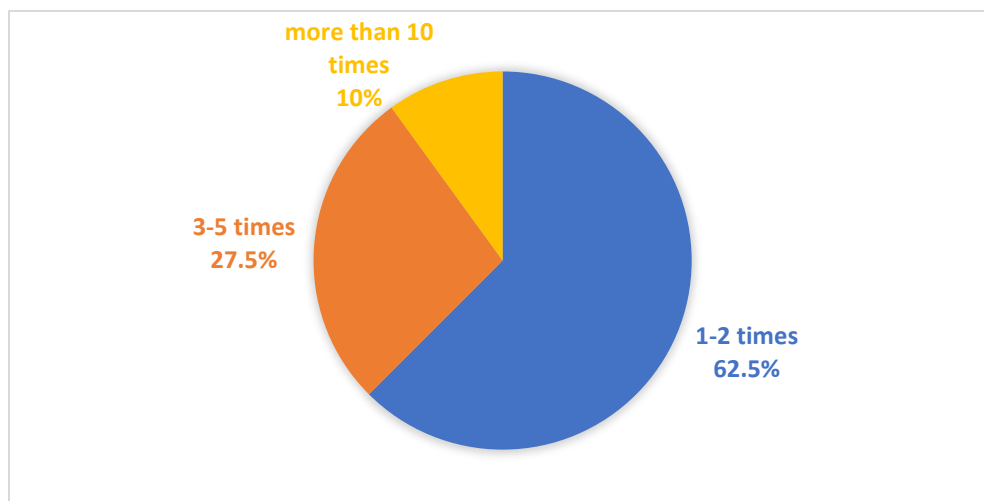
Figure 3*The Respondents' Salary***Figure 4***The Respondents' Traveling Frequency in Chiang Mai*

Figure 5

The Respondents' Deposit of Price Per Room

**Figure 6**

The Respondents' Sources of Hotel Information

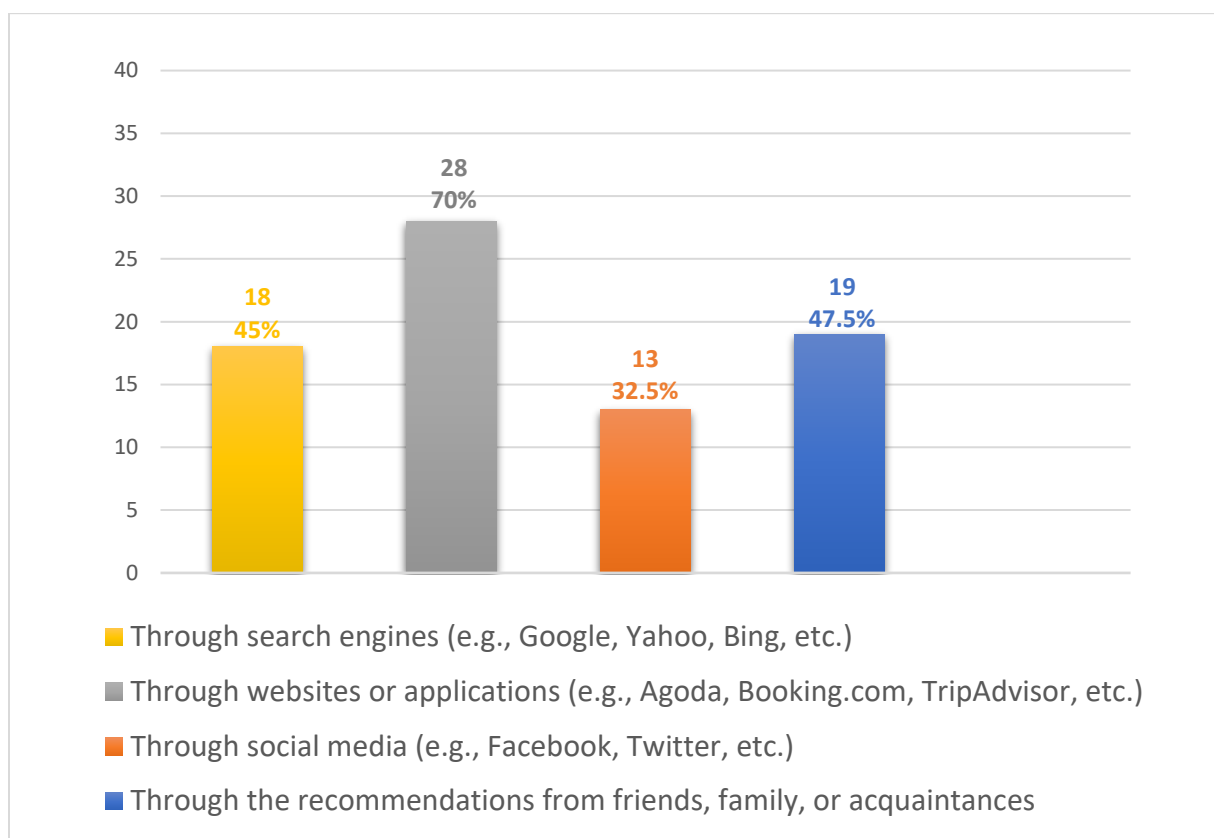
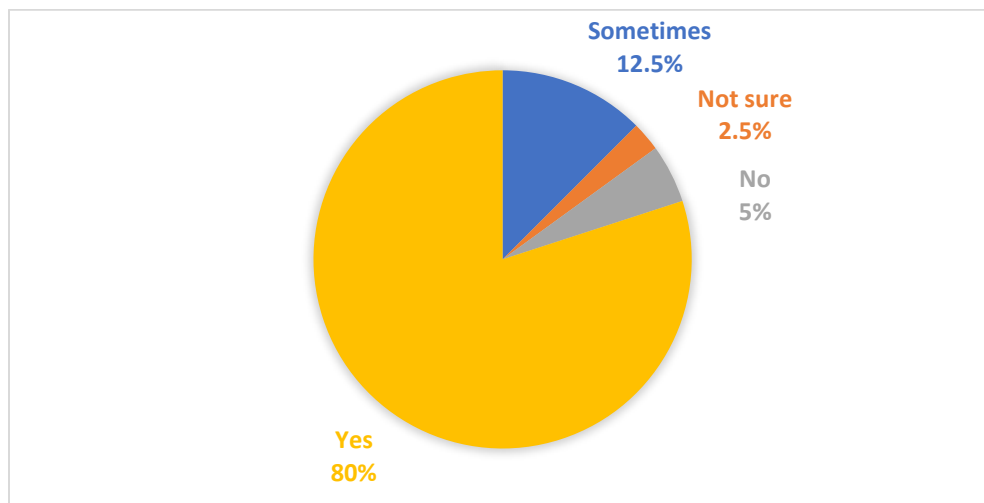
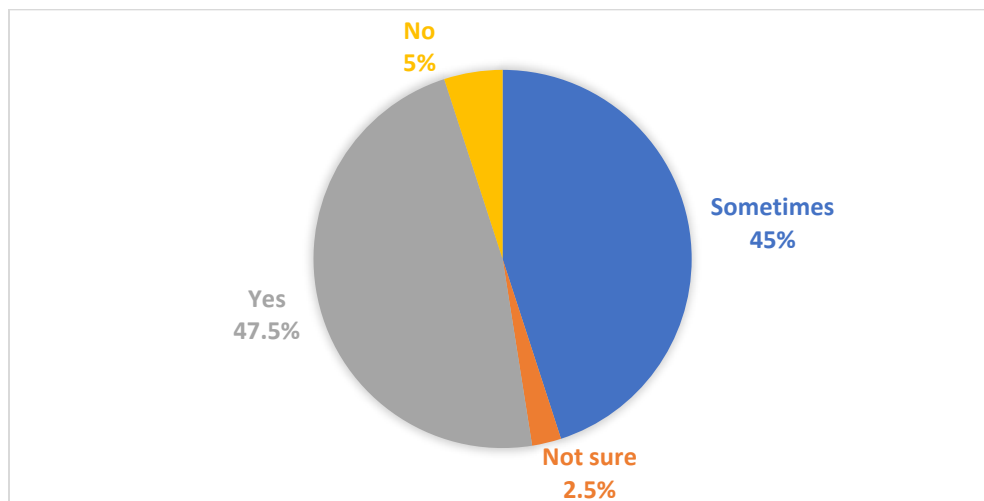


Figure 7

The Respondents' Hotel Information Comparison

**Figure 8**

The Respondents' Chances of Returning to and Recommending the Hotel



Additional Information of the Factors Influencing the Respondents' Hotel Selection in Chiang Mai

Table 2

Additional Comments or Suggestions Concerning the Factors Influencing the Respondents' Hotel Selection in Chiang Mai during the Current COVID-19 Situation

Additional Information of the Factors Influencing the Respondents' Hotel Selection during the Current COVID-19 Situation	Number of the Respondents
1. The room price should be reasonable and suitable when compared to the hotel's quality.	6
2. The good hygiene and cleanliness policy influences a hotel selection.	4
3. The reviews from the hotel's guests influence a hotel selection.	3
4. The strict disease control and prevention policy could convince people to book a hotel.	3
5. The hotel location can affect people's decision to select it.	2
6. The good hotel service quality influences people to come back to the hotel again.	2
7. The good hygiene and cleanliness policy has more influence on the guests' hotel selection than the strict disease control and prevention policy.	2
8. The COVID-19 situation does not affect the guests' hotel selection.	1