## Survey question tips

A variety of questions is best ( 2 or 3 of each type of questions). Try to keep it roughly focused on language/ personality traits

Open question – What is your opinion on tour guides in Thailand? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

On a scale questions - On a scale of 1-5 (where 1 is important, and 5 is not important) please rate the following in terms of importance:

English level 1 2 3 4 5

Sense of humour 1 2 3 4 5

Local knowledge 1 2 3 4 5

Yes/No questions – Do you think Guides should be fluent in English? Yes/No

Tick a choice questions - Which of the following qualities should a guide have? Please choose the most important 2

Great English Honesty

Knowledge of local area Cheap price

Good sense of humour Good time keeping