

# [Questionnaire nationality : 1) gender : male](https://assignbuster.com/questionnaire-nationality-1-gender-male/)

[Business](https://assignbuster.com/essay-subjects/business/), [Marketing](https://assignbuster.com/essay-subjects/business/marketing/)

QUESTIONNAIRE  FOR   HEALTH TOURISM  PROVIDERS COMPANY  NAME : PLACE                      : 1)   The year ofstarting business: Before 1970                  1970 – 1990         1990 to 2010                 After2010       2)    Area of operation :  Rural              Semi urban               Urban    3)    What are the health tourism products youprovide :   Health products     Cardiac Care             Orthopaedic             ENT   General Surgery             Urology             Ophthalmology   Fertility Treatment   Yoga and meditation             Ayurveda             Naturopathy   Cosmetic Treatment     4)    Importance of  accessible health tourismmarket to your business ? High              Medium              Low             Notimportant   5)    How many tourist visited in 2012, 2013, 2014, 2015 & 2016 ?    2012 2013 2014 2015 2016 Health Tourists            6)    Will Geographical segmentation influence thehealth tourism marketing ?        Agree                 Disagree                 Undecided                    7)    What are the method used for conductingmarketing research of health tourism products? Internet sources                                 Govtpublications         Periodicals & books                          Commercial data           8)    Percentage of revenue from different destination:  Destination Percentage From Kerala market   From Indian market   From Foreign market   Total sales 100%  9)    In which season the arrival of tourist is morefor health tourism product ?  Spring                                                   Summer            Fall                                                        Winter                The entire year       10)                      Which age group prefer for your health productmore?  Under 15 years old                                      16 – 30 years old                   31 – 45 years old                                         46 – 60  years old                          60+ years old                 Suggestions if any.

……        Thank you….   QUESTIONNAIRE  FOR   HEALTH TOURISM  USERS NAME                    : NATIONALITY     : 1)   Gender :  Male                                             Female            2)   Occupation :  Private sector                                               Government sector                 Semi government sector                               Ownbusiness                     Others                                  3)    Annual income :  Below 1, 00, 000                                          1, 00, 000 to5, 00, 000                                                   5, 00, 000-10, 00, 000                                     Above10, 00, 000           4)   Age group whichyou belongs to :  Below  20                                                    20 – 40                           40– 60                                                         Above  60                     5)   Are yousatisfied with health tourism products and providers ? Satisfied                         Dissatisfied                        Not  sure    6)   Are yousatisfied with the cost of health tourism products ? Satisfied                         Dissatisfied                        Not  sure    7)   Rate the talentof health tourism professionals ?  Excellent                         Average                             Poor             8)   Will you use thehealth tourism service again ?  Yes                                   No                                     Notsure        9)   Promotionalmeasure which influence you to select Kerala ?  Newspaper                   Magazines                           Television            Radio                            Internet                                Others          10)                                                                                                                                                                           Will you suggestthe health tourism service for your friends and relatives ? Yes                                   No                                     Notsure          Suggestions if any…..

QUESTIONNAIRE  FOR   HEALTH TOURISM  PROVIDERS COMPANY  NAME : PLACE                      : 1)   The year ofstarting business: Before 1970                  1970 – 1990         1990 to 2010                 After2010       2)    Area of operation :  Rural              Semi urban               Urban    3)    What are the health tourism products youprovide :   Health products     Cardiac Care             Orthopaedic             ENT   General Surgery             Urology             Ophthalmology   Fertility Treatment   Yoga and meditation             Ayurveda             Naturopathy   Cosmetic Treatment     4)    Importance of  accessible health tourismmarket to your business ? High              Medium              Low             Notimportant   5)    How many tourist visited in 2012, 2013, 2014, 2015 & 2016 ?    2012 2013 2014 2015 2016 Health Tourists            6)    Will Geographical segmentation influence thehealth tourism marketing ?        Agree                 Disagree                 Undecided                    7)    What are the method used for conductingmarketing research of health tourism products? Internet sources                                 Govtpublications         Periodicals & books                          Commercial data           8)    Percentage of revenue from different destination:  Destination Percentage From Kerala market   From Indian market   From Foreign market   Total sales 100%  9)    In which season the arrival of tourist is morefor health tourism product ?  Spring                                                   Summer            Fall                                                        Winter                The entire year       10)                      Which age group prefer for your health productmore?  Under 15 years old                                      16 – 30 years old                   31 – 45 years old                                         46 – 60  years old                          60+ years old                 Suggestions if any.……        Thank you….   QUESTIONNAIRE  FOR   HEALTH TOURISM  USERS NAME                    : NATIONALITY     : 1)   Gender :  Male                                             Female            2)   Occupation :  Private sector                                               Government sector                 Semi government sector                               Ownbusiness                     Others                                  3)    Annual income :  Below 1, 00, 000                                          1, 00, 000 to5, 00, 000                                                   5, 00, 000-10, 00, 000                                     Above10, 00, 000           4)   Age group whichyou belongs to :  Below  20                                                    20 – 40                           40– 60                                                         Above  60                     5)   Are yousatisfied with health tourism products and providers ? Satisfied                         Dissatisfied                        Not  sure    6)   Are yousatisfied with the cost of health tourism products ? Satisfied                         Dissatisfied                        Not  sure    7)   Rate the talentof health tourism professionals ?  Excellent                         Average                             Poor             8)   Will you use thehealth tourism service again ?  Yes                                   No                                     Notsure        9)   Promotionalmeasure which influence you to select Kerala ?  Newspaper                   Magazines                           Television            Radio                            Internet                                Others          10)                                                                                                                                                                           Will you suggestthe health tourism service for your friends and relatives ? Yes                                   No                                     Notsure          Suggestions if any…..

Thankyou….    Thankyou….