

Questionnaire nationality : 1) gender : male

[Business](#), [Marketing](#)



QUESTIONNAIRE FOR HEALTH TOURISM PROVIDERS COMPANY NAME :

PLACE : 1) The year of starting business: Before 1970

1970 - 1990 1990 to 2010 After 2010 2) Area of

operation : Rural Semi urban Urban 3) What are the

health tourism products you provide : Health products Cardiac Care

Orthopaedic ENT General Surgery Urology

Ophthalmology Fertility Treatment Yoga and meditation Ayurveda

Naturopathy Cosmetic Treatment 4) Importance of accessible health

tourism market to your business ? High Medium

Low Not important 5) How many tourist visited in 2012, 2013,

2014, 2015 & 2016 ? 2012 2013 2014 2015 2016 Health Tourists

6) Will Geographical segmentation influence the health tourism

marketing ? Agree Disagree Undecided

7) What are the method used for conducting marketing research of health

tourism products? Internet sources Govt publications

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 more for health tourism product ?

Spring Summer

Fall Winter The entire year

10) Which age group prefer for your health product more?

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.....

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