

6. How many times did you visit other National Museums last year?

- 1. () 1-2 times
- 2. () 3-4 times
- 3. () 5 times and above
- 4. () Never

7. Objective of visiting the National Museum (can select more than one answer)

- 1. () To obtain knowledge
- 2. () To publicize and persuade others to visit
- 3. () To be entertained
- 4. () To gain inspiration or information for work
- 5. () To observe activities
- 6. () Others (Please specify).....

8. How did you hear about the National Museum? (can select more than one answer)

- 1. () From website (If known, please specify).....
- 2. () From brochure/poster/other printing media
- 3. () From radio/TV
- 4. () Advices from others
- 5. () Others (Please specify).....

9. Do you live or work in the same province (or in close proximity to) where the National Museum is located?

- 1. () Yes
- 2. () No

10. Are you a member of any other institutions or organizations relating to archaeological or National Museums?

- 1. () Yes (Please specify).....
- 2. () No

Part 2: Satisfaction after using services at the National Museum

Instruction: How satisfied are you with the services rendered by the National Museum?

Questions	Satisfaction level					
	Most satisfied (5)-----(1) Least satisfied					Did not use service
	5	4	3	2	1	
• Place and facilities						
11. Antiques and artifacts perceived as having value because of its aesthetic or historical significance						
12. Subtitle label of antiques/artifacts with a suitable position and size						
13. Antiques and artifacts exhibits are interesting						
14. Media and tools (e.g. subtitle label and modeling media) are very interesting and help visitors understand exhibition contents more clearly.						
• Place and facilities						
15. The surroundings are kept clean and tidy. The area outside museum is shaded.						
16. A suitable atmosphere and surroundings in exhibition room such as lighting, area, building condition, etc.						
17. The facilities provided are suitable and sufficient for the number of visitors (e.g. parking and restrooms).						
• Public relations						
18. The contents of public relation documents are clear and understandable.						
19. The public relations influence your decision to visit the museum.						
• Service rendered by the officials						
20. Staffs treat visitor with willingness and self-motivation						
21. Staffs are able to suggest and answer the question efficiently						

• Overall point of view						
22. The knowledge and service you receive meet your expectations and satisfaction.						

23. Will you continue to visit the National Museum?

1. () Yes 2. () No 3. () Not sure

24. Will you recommend others to visit the National Museum?

1. () Yes 2. () No 3. () Not sure

Part 3: Opinions or suggestions to improve the quality of service

Instruction: Please specify or share further ideas as appropriate.

25. Points that should be improved/further suggestions (check all answers that apply)

- 1. () The objects displayed (Antiques, artifacts, etc) in The National Museum
Please specify the object type in requirement to display.....
- 2. () Number of objects on display
- 3. () Ideas for displaying collections
- 4. () Various media and tools used in exhibition (e.g. Subtitle label, Model, Media)
- 5. () Staffs Service
- 6. () Air temperature inside the building of the National Museum
- 7. () lighting within building of the National Museum
- 8. () Cleanliness inside the National Museum
- 9. () Cleanliness and the atmosphere outside the National Museum
- 10. () The National Museum is appropriately clean and shaded
- 11. () Number of parking spaces
- 12. () Number of restrooms
- 13. () Cleanliness of restrooms
- 14. () Increase public relations through television

- 15. () Increase public relations through radio
- 16. () Increase public relations through newspapers
- 17. () Increase public relations through websites
- 18. () Increase public relations through personal media
- 19. () Increase public relations through special events
- 20. () Increase public relations through exhibitions
- 21. () Increase public relations through brochures
- 22. () Increase the number of workshops allocated to service users at the National Museum
- 23. () Improve the membership application process for service users at the National Museum
- 24. () Increase the amount of exhibitions at the National Museum on important days and festivals
- 25. () Others (Please specify).....
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12. If you want the National Museum to send you news and information directly, please fill in your telephone number/email address/address.

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Thank you for taking the time to provide useful information for the development of the Fine Arts Department's National Museums.