

**Visitors' Satisfaction Survey on the Fine Arts Department's Learning Center (Historical Parks)**

**for the Fiscal Year 2019**

.....**Historical Park**

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**Part 1: General information of respondents**

**Instruction:** Please check (/) in the brackets

1. Gender

1. ( ) Male                                      2. ( ) Female

2. Age

1. ( ) Below 12                                      2. ( ) 12-25                                      3. ( ) 26-39  
4. ( ) 40-49                                      5. ( ) 50-59                                      6. ( ) 60 and above

3. Level of education

1. ( ) Elementary level or equivalent  
2. ( ) Secondary level or equivalent  
3. ( ) Bachelor's degree or higher  
4. ( ) Others (Please specify).....

4. Occupation

1. ( ) Student  
2. ( ) Monk/priest  
3. ( ) Government official/ State enterprise employee  
4. ( ) Private company employee  
5. ( ) Self-employed (Please specify).....  
6. ( ) Others (Please specify).....

5. Frequency of visiting the historical park

1. ( ) First Time                                      2. ( ) More than once last year  
3. ( ) Many times in the past 2-3 years

6. How many times did you visit other historical parks last year?
1.  1-2 times
  2.  3-4 times
  3.  5 times and above
  4.  Never
7. What historical parks are you most fascinated with? (can select more than one answer)
1.  Mueang Sing Historical Park
  2.  Ayutthaya Historical Park
  3.  Si Thep Historical Park
  4.  Sukhothai Historical Park
  5.  Si Satchanalai Historical Park
  6.  Kamphaeng Phet Historical Park
  7.  Phu Phra Bat Historical Park
  8.  Phanom Rung Historical Park
  9.  Phimai Historical Park
8. Objective of visiting the historical park (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).....
9. How did you hear about the historical park? (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).....
10. Do you live or work in the same province (or in close proximity to) where the Historical Park is located?
1.  Yes
  2.  No

11. Are you a member of any other institutions or organizations relating to archaeological or historical parks?

1. ( ) Yes (Please specify).....

2. ( ) No

**Part 2: Satisfaction after using services at the Historical Park**

**Instruction:** How satisfied are you with the services rendered by the Historical Park?

Questions	Satisfaction level					Did not use service
	Most satisfied (5)-----(1) Least satisfied					
	5	4	3	2	1	
<b>• Place and facilities</b>						
12. Are the historic sites appropriately preserved and maintained?						
13. Are the guide posts clear and well maintained?						
14. Are the surroundings shaded, clean, and tidy?						
15. Are the public relations boards including ancient monuments and artifacts description labels appropriately placed and sized?						
16. Are the facilities appropriate and sufficient (e.g. parking and restrooms)?						
<b>• Public relations</b>						
17. Are the contents included in brochures or public relations documents clear, easy to understand and informative?						

18. Does the historical park's public relations done through various media encourage you to visit the historical park?						
• <b>Service rendered by the officials</b>						
19. Do the officials provide you polite and friendly service? Are they attentive and eager to help and give suggestions?						
20. Are the official guides informative and happy to help?						
• <b>Overall point of view</b>						
21. Does the level of service you received at the Historical Park match your expectations?						

22. Will you continue to visit the historical park?

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

23. Will you recommend others to visit the historical park?

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.

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

1. ( ) Improve the methods used to preserve the ancient monuments (please write your suggestions here).....
2. ( ) Orderliness of visiting the historical park
3. ( ) Guide posts
4. ( ) Sizes of historical site and antique description boards
5. ( ) Sizes of historical site public relations boards
6. ( ) Number of historical site public relations boards

- 7. ( ) Services rendered by the officials
  - 8. ( ) The historical park is appropriately clean and shaded
  - 9. ( ) Number of parking spaces
  - 10. ( ) Number of restrooms
  - 11. ( ) Cleanliness of restrooms
  - 12. ( ) Increase public relations through television
  - 13. ( ) Increase public relations through radio
  - 14. ( ) Increase public relations through newspapers
  - 15. ( ) Increase public relations through websites
  - 16. ( ) Increase public relations through personal media
  - 17. ( ) Increase public relations through special events
  - 18. ( ) Increase public relations through exhibitions
  - 19. ( ) Increase public relations through brochures
  - 20. ( ) Increase the number of workshops allocated to service users at the historical park
  - 21. ( ) Improve the membership application process for service users at the historical park
  - 22. ( ) Increase the amount of exhibitions at the historical park on important days and festivals
  - 23. ( ) Others (Please specify).....  
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25. If you want the Historical Park 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 Archives**

