

**Visitors' Satisfaction Survey on the Fine Arts Department's Learning Center
(The National Gallery of Thailand)**

for the Fiscal Year 2019

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 National Gallery

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 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 Gallery (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 Gallery? (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. () Advice from others

5. () Others (Please specify).....

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

1. () Yes 2. () No

10. Are you a member of other archaeology or museum institutes or organizations?

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

2. () No

Part 2: Satisfaction after visiting the National Gallery

Instruction: How satisfied are you with service rendered by the National Gallery?

Questions	Satisfaction level					Did not use service	
	Most satisfied (5)-----(1) Least satisfied						
	5	4	3	2	1		
• The National Gallery's display							
11. Is the display interesting?							
12. Are the antique and artifact description boards appropriately located and sized?							
13. Is the display media such as description boards, models, and multimedia interesting and informative?							
14. Are the overall displayed art works interesting?							
15. Is the program of temporary exhibitions interesting?							
• Place and facilities							
16. Are the surrounding shaded, clean and tidy, and conducive to creating a relaxed atmosphere?							
17. Are the surrounding of display rooms well-lit, spacious and							

suitable?					
• Public relations					
18. Is the content included in brochures or public relations documents clear, easy to understand and informative?					
19. Does the public relations done through various media encourage you to visit the National Gallery?					
• Service rendered by the officials					
20. Are the officials eager and willing to guide and explain?					
21. Do the officials answer your questions and offer satisfactory suggestions?					
• Overall point of view					
22. Does the level of service you received at the National Gallery match your expectations?					

23. Will you continue to visit the National Gallery?

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

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

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

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

Instruction: Please specify or share further ideas as appropriate.

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

1. () Displayed resources (antiques, artifacts etc.)

Please specify your wished resource category.....

2. () Number of displayed resources
3. () Arrangement of displaying antiques and artifacts
4. () Interestedness of displayed art works
5. () Display media (description boards, models, multimedia, etc.)
6. () Service rendered by the officials
7. () Temperature in the National Gallery's buildings
8. () Lighting in the National Gallery's buildings
9. () Cleanliness in the National Gallery
10. () Cleanliness and shadiness outside the National Gallery
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 Gallery
23. () Increase the membership application process for service users at the National Gallery
24. () Increase the amount of exhibitions at the National Gallery on important days and festivals

25. () Others (Please specify).....
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26. If you want the National Gallery 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