

ABSTRACT

This study surveyed the awareness of domestic and oversea TAT office directors toward crisis communication of the Tourism Authority of Thailand (TAT) Operation Center. The purpose of this study was to investigate satisfaction and identify opinions directors of TAT offices have towards the TAT Operation Center. The cross-sectional research design was done to study awareness, satisfaction, problems, and comments about the TAT Operation Center. The population and sample for this study were 49 TAT office directors working in Northern, Central, Northeastern, Southern Thailand; East Asia region; ASEAN, South Asia, and South Pacific region; Europe, Africa and Middle East region; as well as the Americas region. The researcher mailed a questionnaire to these kinds of directors. The responses were analyzed and findings indicated that directors of TAT offices were aware that the TAT Operation Center was established to reveal both normal and crisis information. They better understood the situation, documentary problems could be decreased, and the amount of the information was suitable. They were quite satisfied with the reliability of the TAT Operation Center information. It was also found that the information was accurate as well as the information being disseminated in a straightforward way. In addition, data from the respondents showed that there were more males than females and the majority of TAT office directors were older people, held a Master's Degree and worked in Thailand.

