

APPENDIX A

Questionnaire in English

This survey is a part of a research as a partial fulfillment of the requirements for Master of Arts in English for Careers, Language Institute, Thammasat University. This questionnaire is aimed to survey the awareness of TAT offices' directors toward crisis communication of TAT Operation Center. The information gained from this questionnaire will be kept secretly and merely used for education. I really appreciate that you contribute time giving information in this questionnaire.

Part 1 Demographic information

1. Gender Male Female
2. Age years
3. Educational background Bachelor's Degree Master's Degree
 Others (please specify)
4. Position Office director Chief of Tourism Coordination Center
5. Region Northern Central Northeastern Southern
 ASEAN, South Asia and South Pacific
 East Asia Europe, South Africa, and Middle East
 Americas

Part 2 Awareness of TAT Operation Center information through media

1. What kind of media do you normally get TAT information from most? (Please rank 1-5)
 Webmail system (TAT Webmail) Intranet (work system within the organization)
 e-office (Electronic Archive System) EIS (Executive Information System)
 TAT Website TAT Operation Center (TATOC)
2. What kind of media do you comfortably receive TAT information concerning process during crisis from most? (Please rank 1-5)
 Webmail system (TAT Webmail) Intranet (work system within the organization)
 e-office (Electronic Archive System) EIS (Executive Information System)
 TAT Website TAT Operation Center (TATOC)
3. Do you know that TAT has established TAT Operation Center in order to distribute information during both normalcy and crisis?
 Yes No

4. Do you know that TAT has established TAT Operation Center to report progress of emergency incidents?

Yes No

Part 3 Satisfaction towards TAT Operation Center's information distribution

Aspect	Level of Satisfaction				
	1	2	3	4	5
1. Reporting incident and loss					
2. Preliminary help for tourists					
3. News presentation of mass media					
4. Evaluation of effects on tourism					
5. Suggestions on proceeding guidelines					
6. Overall satisfaction					

Part 4 Opinion towards TAT Operation Center's information distribution

Statement	Extremely Agree	Agree	Undecided	Disagree	Extremely Disagree
1. TAT Operation Center information partly helps decision making process and adjusts proceeding strategic plan.					
2. TAT Operation Center distributes information quickly.					
3. The amount of information TAT Operation Center reveals is quite appropriate.					
4. TAT Operation Center information makes you have better understanding of the situation.					
5. TAT Operation Center distributes information regularly.					
6. Channel of distributing information of TAT Operation Center helps reduce documentary problems well.					
7. TAT Operation Center information makes you realize news promptly.					
8. TAT Operation Center updates information all the time.					

Part 5 Attitudes on process awareness of TAT Operation Center

Statement	Extremely Agree	Agree	Undecided	Disagree	Extremely Disagree
1. TAT Operation Center distributes information effectively.					
2. TAT Operation Center discloses information in a straight-forward manner.					
3. TAT Operation Center information is accurate.					
4. TAT Operation Center information is complete.					
5. TAT Operation Center information is reliable.					
6. TAT Operation Center information helps reduce fright of tourists and entrepreneurs in the area.					

Part 6 Comments

Problems, obstacles, and suggestions on TAT Operation Center's information distribution

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