

Questionnaire Topic

Public Relations Development for Tourism in Pathumthani Province

Explanation: Please fill the ✓ mark in or fill in the blank with your most agreeable opinion

Part 1 Personal Information

1. Gender Male Female
2. Age Under 25 25 - 35
 36 - 45 46 - 55 Over 56
3. Education Below high school High school /Vocational certificate / High vocational certificate
 Bachelor degree Higher than Bachelor degree
 Other (specify).....
4. Occupation Student Government officer / State enterprise officer
 Company employee Own business
 Farmer Housewife Other (specify).....
5. Income(Monthly) Less than 10,000 Baht 10,001 – 30,000 Baht
 30,001 – 50,000 Baht More than 50,001 Baht
6. Your home country (Specify)
7. Have you ever visited tourist places in Pathumthani?
 Yes times (including this time) No
8. How do you travel to tourism in Pathumthani?
 By bus / taxicab With travelling agency
 Personal car Other (Specify).....
9. Which kinds of travelling places do you visit most often in Pathumthani
 Nature Tourism Tourism Awareness / Various learning resources
 Tourism, arts, cultural events and traditional festivals
 Tourism history Antiques and religious places
 Tourism, sporting or recreational centers
10. Which media did you receive or search for this travelling information (more than 1 category can be chosen)
 Radio Television Internet
 Travelling map Magazine / Newspaper
 Travelling guidebook/ leaflet/ Travel document
 Suggested by friends/relatives/known persons Other (Specify).....
11. Which troubles have you found in searching for travelling information (more than 1 category can be chosen)
 Information not updated Insufficient information, not as much as needed
 Very difficult to find Unable to find free travelling document needed
 Not accommodate by travelling public-relation personnel
 Other (Specify).....

12. Objectives for this visit (more than 1 category can be chosen)

- Meeting / Seminar / Site visit Field trip Leisure
 Attending art and cultural expo / pay respect to the Buddha Playing sports
 Agro tourism Other (Specify).....

Part 2 Which level of satisfaction does you receive from media travelling publicity?

Satisfactory topics	Level of satisfaction				
	Very much	Much	Satisfied	Not quite satisfied	Unsatisfied
Internet					
1. Provide useful information for travelling places					
2. Information is updated and easy to understand					
3. Information is correct and real					
4. Font size is clear, easy to read, and vision friendly					
5. Travelling pictures are real, clear, and interesting					
6. Information can be used in real life					
7. Information is what exactly needed					
8. Information can be easily accessible and quickly found					
Travelling guidebook / Leaflet / Travel documents					
1. Provide useful information for travelling places					
2. Information is updated and easy to understand					
3. Information is correct and real					
4. Font size is clear, easy to read, and vision friendly					
5. Travelling pictures are real, clear, and interesting					
6. Information can be used in real life					
7. Information is what exactly needed					
Personal media (i.e. travelling public-relation personnel)					
1. Provide polite and friendly service					
2. Receive convenient and fast service for information request					
3. Paid attention to, enthusiastic, and willing to service					
4. Provide well recommendation and answer					
5. Information can be used in real life					
6. Information is what exactly needed					
Radio					
1. Provide useful information for travelling places					
2. Information is updated and easy to understand					
3. Information is correct and real					
4. Information is interest, persuading to travel					
5. Air time is appropriate					
6. Information can be used in real life					
7. Information is what exactly needed					

Satisfactory topics	Level of satisfaction				
	Very much	Much	Satisfied	Not quite satisfied	Unsatisfied
Television					
1. Provide useful information for travelling places					
2. Information is updated and easy to understand					
3. Information is correct and real					
4. Information is interest, persuading to travel					
5. Air time is appropriate					
6. Information can be used in real life					
7. Information is what exactly needed					
Travelling Map					
1. Indicate travelling locations, including GPS coordinate					
2. Map direction is accurate and updated					
3. Font size is clear, easy to read, and vision friendly					
4. Symbols are standard, easy to search for locations					
5. Indicate detailed direction to travelling places					
6. Information can be useful in real life					
7. Information is what exactly needed					
Journal /Magazine /Newspapers					
1. Provide useful information for travelling places					
2. Information is updated and easy to understand					
3. Information is correct and real					
4. Font size is clear, easy to read, and vision friendly					
5. Travelling pictures are real, clear, and interesting					
6. Information can be used in real life					
7. Information is what exactly needed					

Part 3 How much travelling information can be useful to you?

Useful Information	Very much	Much	Average	Less	Least
1. Travelling place and direction information					
2. Travelling place information for contact or additional information request					
3. Travel and festival calendar					
4. Facility information such as parking, restroom, etc					
5. Tourist conduct information for travelling places					
6. Restaurant service information					
7. Travelling guide information					
8. Hotel and accommodation information					
9. Souvenir and gift service information					
10. Travelling expenses such as admission fee, etc					

Part 4 Which level of information do you receive or wish to receive from travelling public relation?

5 = Very much 4 = Much 3 = Average 2 = Less 1 = Least

Tourism Information	Receive at present					Future need				
	5	4	3	2	1	5	4	3	2	1
1. Tourism place information										
1.1 Location
1.2 History and knowledge
1.3 Route and direction map
2. Accommodation i.e. hotel, resort
3. Transportation i.e. train, car, ship
4. Food and beverages
5. Travelling expenses i.e. admission fee
6. Travel calendar/activity
7. Souvenir, gift, OTOP product including shop location
8. Contact information for help/security										
8.1 Police station phone number
8.2 Hospital phone number
8.3 Others (specify).....

Comments

 **In general, how much have you satisfied with Pathumthani tourism public relation?**

- Very much Much Satisfied Not quite satisfied Unsatisfied

 **which products do you think help promoting Pathumthani Province**

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 **Do you think popular tourist places should have opinion box?**

- Yes No, not necessary

 **Additional Recommendations**

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Thank you for answering the questionnaire