User Satisfaction Survey Report 2012

With the aim to provide quality service, the 5 front-line units under Performance Pledge Programme (Technical and Academic Support Division (SATA), Multimedia Library, Pousada de Mong-Há, Educational Restaurant and Public Relations) of Institute for Tourism Studies (IFT) have conducted their respective User Satisfaction Survey for service evaluation, results will serve as the basis for continuous improvement. The survey is consisted of 7 sections, measuring: Services in Performance Pledge, Level of Convenience, Staff Services, Environment and Facilities, Operation Procedures, Overall Services and Continuous Improvement (where applicable).

In general, the User Satisfaction Survey 2012 reflected an encouraging review, users’ evaluation on IFT’s services ranged from “satisfied” to “very satisfied”. Details of survey results can be found below:

<table>
<thead>
<tr>
<th>Factors</th>
<th>#1 SATA</th>
<th>#2 Multimedia Library</th>
<th>Pousada de Mong-Há</th>
<th>Educational Restaurant</th>
<th>Public Relations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Services in Performance Pledge</td>
<td>3.8</td>
<td>4.1</td>
<td>4.6</td>
<td>4.5</td>
<td>4.6</td>
</tr>
<tr>
<td>Level of Convenience</td>
<td>3.7</td>
<td>3.8</td>
<td>4.6</td>
<td>4.3</td>
<td>4.8</td>
</tr>
<tr>
<td>Services of Our Staff</td>
<td>3.7</td>
<td>4.0</td>
<td>4.7</td>
<td>4.7</td>
<td>4.7</td>
</tr>
<tr>
<td>Environment and Facilities</td>
<td>3.7</td>
<td>3.9</td>
<td>4.4</td>
<td>4.8</td>
<td>n/a</td>
</tr>
<tr>
<td>Operation Procedures</td>
<td>3.8</td>
<td>4.0</td>
<td>4.5</td>
<td>4.6</td>
<td>4.8</td>
</tr>
<tr>
<td>Overall Services</td>
<td>3.8</td>
<td>3.9</td>
<td>4.6</td>
<td>4.4</td>
<td>4.6</td>
</tr>
<tr>
<td>Continuous Improvement</td>
<td>3.8</td>
<td>3.9</td>
<td>4.5</td>
<td>4.4</td>
<td>4.6</td>
</tr>
<tr>
<td>No. of completed questionnaires</td>
<td>310</td>
<td>995</td>
<td>218</td>
<td>19</td>
<td>9</td>
</tr>
</tbody>
</table>

Remarks:
#1 - Evaluation was rated in 5-point scale: 5 = very satisfied, 4 = satisfied, 3 = average, 2 = dissatisfied and 1 = very dissatisfied.
#2 - Result is for academic year 2011/2012.