

SUPAWADEE KONGJAREON : USERS' ATTITUDE TOWARDS THAI TRAVEL DOCUMENTS
OF TOURISM AUTHORITY OF THAILAND. THESIS ADVISOR : ASSO. PROF.
SUPANNEE VARATHORN. 262 pp. ISBN 974-583-142-5

The purposes of this research were to study content and format of Thai travel document of Developing Information Division of T.A.T, the users' needs and use of the document's content and format, their purposes and problems in using the documents and the advantages they had gained.

The sample used in this study were 384 Thai people unlimited of six and age who received Thai travel documents from Developing Information Division of T.A.T at Rachadamnun Head Office. The data were collected by a Content study form and questionnaire and were presented in the form of percentages, means and standard deviations.

The research results showed that most of the users used the documents for their own travel as a travel handbook. Among ten topics of the contents only four met the user's needs at a high level : province/region map, travel facilities-accommodation tourist attractions and geographical information. On formats, two aspects that met the users' needs at a high level were an arrangement of tourist attractions by administrative area and a symbol/illustration used for tourist attractions.

Upon user's attitudes towards using, satisfaction and needs of the documents' contents, it was found that the most used topic was transportation-tourist attractions, the most satisfied topic was culture-local arts and handicrafts and the most needed topic was a province/region map-communication. A comparison between user's use, satisfaction and need of the contents in general showed that they were not correspond. The users used and were satisfied with documents' contents at a medium level but they needed them at a high level, Consequently, the results of the study disagreed with the hypothesis of the research.

It was also found the format of the documents that the users were satisfied with and needed the most were symbol/illustration for tourist attraction in maps. A comparison between users' satisfaction and needs of various aspects of documents' format in general showed that they were correspond at a medium level.