

Cholatit Traisutha 2012: Factors Affecting Stress of Tourist Guides. Master of Science (Industrial Psychology), Major Field: Industrial Psychology, Department of Psychology.
Thesis Advisor: Assistant Professor Thawan Nieamsup, Ph.D. 162 pages.

The objectives of this research were to: 1) study the stress level of tourist guides and 2) factors affecting stress of tourist guides. The samples consisted of 377 tourist guides with licenses from The Bureau of Tourism and Guide Registration, Department of Tourism, Ministry of Tourism and Sport. The data was collected with questionnaires. The statistics applied were percentage, mean, standard deviation, and stepwise multiple regression analysis.

The findings indicated as follows: 1) The overall and each dimension of stress (psychological, physiological, and behavioral) of tourist guides were at “low level”; 2) tenure, income, education level, neuroticism – stability personality, extravert – introvert personality, and managing emotion of emotional intelligence could jointly predict the overall stress of tourist guides at a .001 statistical significance level with a cooperative prediction at 45.2 percent; 3) sex, education level, extravert – introvert personality, neuroticism – stability personality, attitude towards tourist guide profession, managing emotion, and recognizing emotion in others of emotional intelligence could jointly predict psychological stress of tourist guides at a .001 statistical significance level with a cooperative prediction at 48.2 percent; 4) tenure, income, education level, extravert – introvert personality, neuroticism – stability personality, knowing one’s emotion, and handling relationships of emotional intelligence could jointly predict physiological stress of tourist guides at a .001 significance statistical level with a cooperative prediction at 42.7 percent; and 5) The extravert – introvert personality and neuroticism – stability personality could jointly predict behavioral stress of tourist guides at a .001 significance statistical level with a cooperative prediction at 27.7 percent.

Student’s signature

Thesis Advisor’s signature