

C010682 : MAJOR LIBRARY SCIENCE

KEY WORD : TOURIST GUIDE/INFORMATION OF TOURIST GUIDE

UEMPORN HENAKASET : INFORMATION NEEDS AND USES OF TOURIST GUIDES.

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This research aims to study information needs and uses of tourist guides concerning content, format, and language, including sources of information and problems occurring in information uses.

Finding of this research reveals that the needs and uses of information by the guides correspond to each other, at medium level, on five topics : history, general knowledge for guides, art and culture, tourist information, and geography. In detail, the most needed and most highly used information on specific topics are : history - archeological sites, general knowledge for guides - safety measure for tourists, tourist information - accommodation and recommended behavioral practice in tourist spots and, for geographical information - transportation. The most needed and most highly used in format is newspapers. The language of information that is most needed and most highly used is Thai.

Generally, guides use personal collection of information more than other sources. The problems that most guides face are : not enough time to use information from other sources, inconvenience in accessing information service, and information received is irrelevant to their needs.