

The aim of this study was to study knowledge and understanding of Chiang Mai tour guides in agrotourism based on sex, educational level, age, duration of professional experiences and languages used. The population were tour guide totaling 250 working in Chiang Mai in February and March 2002. The instrument used was questionnaires asking about general information of the tour guides and knowledge in agrotourism. Data analysis used were percentage counting and Chi-square using SPSS program. The finding were as follow:

Most of the respondents finished at least bachelor degree. The respondents were female tour guides (56%) and male tour guides (44%). The majority of the respondents were age between 21-30 (52%) and 32.2% of them had an experience as a tour guide about 5-10 years. Only 6.0% of them had been working as a tour guide more than 25 years. Those guides used 7 foreign languages namely English, Japanese, Chinese, French, German, Spanish and Italian to communicate with their clients. Most of the tour guides used English with their guests (59.2%). The second language they used was Japanese (18.4%). The third was Chinese (6.4%)

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In relation to their knowledge of agrotourism, there was no statistical significant difference between male and female. Similar trends were observed among educational levels, group of varying age and duration of professional experiences. However, there was significant at the probability of 0.05 in using of English among those guides. When looking up of overall of the study results without analysis of data, the respondents of all variable replied had a good knowledge in agrotourism.