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ORASA SITISARA : THE AUDIO-VISUAL MEDIA AND OTHER FACILITIES FOR SCIENTIFIC MEETING AND SEMINAR IN THE DELUXE HOTELS IN BANGKOK AREA. THESIS ADVISOR : NARONG SURINTAWONG M.Sc. (MEDICAL ART & COMMUNICATIONS) BANSHA CHAENGSAWANG M.Ed. (A.V. COMMUNICATIONS) 121 p. ISBN 974-589-646-2

This research is a survey type. Its objective is to analyze the status, requirements, problems and obstacles including different facilities in utilizing audio-visual media as a supplement to arranged scientific meetings and seminars of deluxe hotels in Bangkok area.

The sample groups are audio-visual technicians of 38 deluxe hotels in Bangkok area. The research tool is questionnaires being distributed to the audio-visual technicians of 38 hotels. Eventually, 29 sets of the questionnaires were returned which was equal to 76.31 percent of the questionnaires distributed. The period of time used in distributing and collecting the questionnaires was between September and October 1995.

Outcome of the research can be summarized as follows.

1. The majority about 51.72 % of hotel audio-visual technicians were undergraduates. Most of the audio-visual technicians have acquired their knowledge and experience from operating audio-visual media by learning from their own experience. However, most of the audio-visual technicians wish to undergo training to use audio-visual media, if there is chance. They are of the opinion that the duty of rendering audio-visual services should be under the hotel responsibility.

2. Numerous facilities such as meeting rooms, the space for exhibition, the number of boards provided by the hotels to those utilizing the location in academic seminar arrangement are in sufficient amount.

3. For the audio-visual media used in academic seminars in Bangkok deluxe hotels, most questionnaire respondents are with the opinion that it is in good condition.

4. The audio-visual media used for academic seminars in deluxe hotels are mostly amplifiers, microphones, screens, overhead projectors, video tape players, televisions, slide projectors, tape recorders, video cameras and video projectors respectively.

5. The demand for each type of audio-visual media, in descending order, is microphones, amplifiers, screens, overhead projectors, tape recorders, televisions, video tape players, slide projectors, video projectors and video cameras.

6. The main problems and obstacles in using audio-visual media are that some equipment are of poor quality due to long usage. Even though there is plenty of equipment, some particular types are too small in number to meet demand by around 68-97%. The number of technicians rendering service is limited and the audio-visual media are limited in their number, insufficient for the demand.