

The Study of Information Uses Behaviour of Tourists in Songkhla Province, Thailand

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Abstract : This research is the survey research. The purpose of this research is to study information uses behavior and problem of tourists in Songkhla Province. The tool used in this study include structure questioner standardize in 5 levels rating scale. The 400 participants selected by convenience sampling (allowable error 5%) by Taro Yamane method. The collecting data period is 6 months from January-June 2014. The result of this study found that the type of information that the tourists often use to plan their trip is internet ($\bar{x} = 3.81$) and the most popular text is restaurant ($\bar{x} = 3.77$). The tourists found that booking or buying service from internet provided more affordable price and they could select appropriate plan by themselves. The most convenience source of information that the tourists often use is internet and website ($\bar{x} = 3.69$). Nevertheless, they explained that most of tourist information source in Songkhla province are lack and insufficient of tourist organization that provide information and service related to tourism.

Keywords : information, behavior, tourists, Thailand

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