



A Study on Information Served by Sport Tourism Staff (Caddies) to the Golfers for Developing Instruction Package

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ABSTRACT

The present study is part of the research “Japanese instruction package for developing sport tourism staff (caddies)” and is aimed at studying the information that Sport Tourism Staff (Caddies) need to serve golfers. At Dongpookerd Golf Course, Phitsanulok, the working population includes 200 caddies and 11 executives of the golf course. The sample for this study was 132 caddies chosen by systematic random sampling. The sample size was calculated based on Yamane Taro’s (1960) work. The tools of this research were two checklist questionnaires for studying the needs and expectations of executives to caddies and for studying the information that sport tourism staff (caddies) need to provide assistance to golfers. The results showed that the first three levels of qualification and situation expected by the executives were 1) service mind ($\bar{x} = 4.73$), 2) golf course rules ($\bar{x} = 4.64$), and 3) knowledge and perception of responsibility and duty (4.64). In addition, the results also showed that the information that caddies needed most to provide assistance to golfers was about the golf course: field condition, out of bounds, relief area without penalty, water hazard, bunker and tree (3.90). Next was information about course fee and service fee ($\bar{x} = 3.71$) and the third was information about golf rules, etiquette and directions in which the golfers hit the balls ($\bar{x} = 3.67$).

Keywords: Information, sport tourism staff, caddies

INTRODUCTION

The needs analysis process is the first step in constructing instructional media that can

be used to solve learning problems. The most famous instructional medium is the instructional package. A lot of instructional package research and development in Thailand lacks needs analysis aimed at target groups. Only behavioural objectives are set up and become the core of content. Naksawat (2012), who pointed out this

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