

A study on the role of public libraries for promotion of the tourist industry in polonnaruwa and anuradhapura public libraries

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Abstract

The contribution of public libraries for the promotion of Sri Lanka's tourism industry has been studied through two selected public libraries. A library is an institution that provides information resources and services to users, services provided by libraries aim to meet specific purposes at any given time. There is no proper dissemination of tourist information about the spots spread across Sri Lanka. There is, almost no palace tourists to get the reliable travel information they need. Public libraries have the potential to act as a hub for the distribution of tourism information. The current importance of maintaining a tourist information service through libraries is crucial need, the impact on the tourism industry through the establishment of a tourist information service, and information on how other libraries in the world use tourist information. The research method of this study was a qualitative research method. Questionnaires, interviews and observation methods were used for this purpose. In this, information was collected through interviews conducted through a questionnaire from the librarians. The main points that emerged from this study are the inability to meet the information needs of tourists. Tourists need information such as places where they can get accommodation, where they can get food, and where they can convert foreign currency into local currency. Especially the information about the tourist place reaches the tourists very minimally. Thus, although the information needs can be met through the libraries, the existing libraries in Sri Lanka show a minimum effort for that.

Although citizens come to the library as readers, they come to the library at least to fulfill the needs of tourist information. Also, the library provides minimal information about tourist spots. Libraries have a negative attitude towards meeting the information needs of tourists. Geographical reference sources that exist over there help meet the information needs of tourists from libraries, at least in both libraries. To start a tourist information service, the governing body should formulate a proper policy in conjunction with the provincial tourism agency in addition to libraries. Furthermore, not only conclusions, but also suggestions, should exist to inform the library staff regarding the diversification of library services; however, programs should also be implemented to inform regarding the location of the library; in addition, the library website should be updated; and websites should be created.

Keywords: *Public Libraries, Tourist Information Service, Tourist Information Need*