

Role of Public Library in Promoting Tourist Information Services with Special Reference to National Library Kolkata

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Abstract—*The tourism industry, which is one of the largest industries and highly skillful labor business, has already become the most prominent foreign exchange earner in the economies around the world. The focus of the study is to investigate the feasibility of launching an online foreign information service for tourism industry and existing as well as potential tourists. It was aimed to use the public library system in order to improve the local tourism industry. Since the study is limited to National Library Kolkata maintaining an online tourist information center establishing website recognizing tourist attracting points and monuments directing the tourist community towards them and improving the information services by the use of the second generation web 2.0 on the internet. The primary data was collected by a questionnaire focusing on three librarians of the public library involved in the research process and a structured questionnaire for thirty tourists. The conclusion is that the library does not operate any online information service at present. It was found that adequate tourist information management is not in operation and therefore there is an acute demand and a need for tourist information management for public libraries particularly in tourist dominant areas. It is a highly requirement that the public library should conduct tourist information service for both local and foreign tourists. Building mutual relationship between tourism and libraries is a dire need. This will help to create more job avenues and the public libraries will become more user-friendly places with local and foreign tourists.*

Keywords: *Public libraries, Tourism, Local Tourist, Tourist information, Information services.*