

## ABSTRACT

Thesis Title : The Curriculum Evaluation of the General Guide Course  
(Overseas) the Tourism Authority of Thailand

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Advisory Committee :

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The purpose of this research was to evaluate The Curriculum Evaluation of the General Guide Course (Overseas) of The Tourism Authority of Thailand. The CIPP Model was applied as the evaluated model. The instruments of the study were five sets of questionnaires with .93, .92, .97, .98 and .93 reliability by order. 260 samples were used in the study.

Research findings showed as follows:

The context evaluation data indicated that the curriculum objectives was appropriate and can be authentically implemented in high level. The content of the curriculum corresponded with both the requirements of the society and the trainees and was beneficial for the job in high level, as well as most of the curriculum structure by period.

The input evaluation data indicated that the trainers and the trainees were appropriate in high level.

The process evaluation data indicated that the preparation of the course, teaching procedure, the trainers' teaching techniques and measurement were appropriate in high level.

The product evaluation data indicated that the trainees who passed the course were well-qualified both in general manner and practicing their duties in high level.