

ABSTRACT

Thesis Title : The Effectiveness of Training Course on Hotel and Tourism
Studies : A Comparative Study of the Hotel and Tourism
Training Institute and the International Hotel and Tourism
Industry Management School

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Degree Sought : Master of Arts

Major : Political Science

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Advisory Committee :

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The objectives of this research are two fold : firstly, to compare the effectiveness of training courses on hotel and tourism studies between the Hotel and Tourism Training Institute (HTTI) and the International Hotel and Tourism Industry Management School (ITIM) ; and secondly, to identify the factors effecting the effectiveness of these training courses. Such factors are these concerning the trainers' ability in terms of the knowledgeability, the attentiveness, the instruction preparedness, the training aids utilization; and those concerning the sufficient curriculum, classroom environment and the internship. All these factors are better performed by ITIM than HTTI. Factors which are found unrelated to the effectiveness of those training programs are the number of instructors, the up-to-dateness of the curriculum, the number of classrooms, the availability of training aids and the learning hour in theoretical coursework.