

## C 851930 : MAJOR DEVELOPMENT COMMUNICATION  
KEY WORD: EXPECTATION / PERFORMANCE / THE HOTEL PR MANAGEMENT AND OFFICERS

SOMKIAT MORALAI : A COMPARATIVE STUDY OF THE EXPECTATION AND PERFORMANCE AMONG THE HOTEL PR MANAGEMENT AND OFFICERS. THESESES ADVISOR : ASST. PROF.JARANAI KANKOSOL, 166 pp. ISBN 974-636-852-4.

The purposes of the research are, (1) to examine the attitudes on the status of public relations of the hotel's PR management and officers, ( 2) to compare the public relations the expectation and performance of the hotel's PR management and officers and (3) to explore problem, barriers occurred and the factors which supported in the PR process of the hotel's PR management and officers. The research methodology to be used is survey method which the result could be concluded as follows :

1. The hotel's PR management and officers have right attitudes on the status of PR on public relations principles.

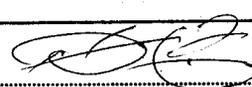
2.The expectation and performance of the hotel PR management on public relations policy, planing, implementation,evaluation and job delegation aspects which is found to be significantly different at level 05. Where as the PR management has obtained the ideal performance higher than the actual performance.

3. The expectation and performance of the hotel PR officers on public relations policy, planing, implementation, evaluation and job delegation aspects which is found to be significantly different at level .05. Where as the PR officers has obtained the ideal performance higher than the actual performance.

4. Almost all of the subvariables on th expectation and performance of the hotel's PR management and officers included with each other aspects which is found to be significantily different at level .05. Where as the PR management and officers have obtained the ideal performance higher than the actual performance.

5. The obstacles occurred in the PR process are the lack of right attitudes and attention from top management,inadequate budget, inadequate manpower and lack of up-to- date audio - visual devices. In addition to the reasons as stated above which supported the progress of PR are the increase of attention giving by top management, adequate budget, adequate PR personnel and up-to- date audio-visual equipment and interdepartmental co-operation.

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