

The purposes of this study were 1) to investigate the needs of high school or equivalent student for continuing education at the Bachelor degree level in tourism and hotel management program in Mueang District, Chiang Rai Province; 2) to study the factors that influenced their decisions to enroll into the tourism and hotel management program; 3) to examine the marketing needs of travelling businesses towards the graduates qualifications; 4) to find out suggestions towards the tourism and hotel management curriculum. Data were collected from the samples, consisting of 352 sampling students and 30 travelling businesses in Chiang Rai Province. The program of SPSS/PC+ for Windows was applied to analyze the data using frequency distribution, percentage, mean and standard deviation.

The results of the study were as follows:

The high school or equivalent student needs for continuing education at the Bachelor degree level in tourism and hotel management program were found at a moderate level.

The program's contents could be classified as the general courses and core courses. The latter was identified as the Travelling Management and Hotel Management.

The factors, which influenced the sampling students' enrollment in the tourism and hotel management program consisted of their attitudes towards tourism industry, the external and internal factors.

The marketing needs were found as craftsmanship, special skill relating to languages, good personality and behaviors.

Suggestion were made based on the results of the study as that an integral coordination among all stakeholders should be earnestly considered in the development of tourism and hotel management curriculum. Such development should be suitable for the local geographical, cultural, traditional, and occupational aspects.