

Asavarit Uthairat 2006: Development of Competency – Based Training Model for Tourist Guides. Doctor of Philosophy (Vocational Education), Major Field: Vocational Education, Department of Vocational Education. Thesis Advisor: Associate Professor Vikorn Tantawutho, Ed.D. 237 pages.
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The objectives of the research were to develop and test competency – based training model for tourist guides. There were 4 steps of this study: Step 1 was to analyze occupation and tourist characteristics to find out competency in tourist guides. Interview and in-depth interview were used for data collection. Step 2 was to construct competency for tourist guides, using focus group interview. Step 3 was to set up a model for competency – based training by using focus group. Step 4 was to test a competency – based training model. Questionnaire, test and constructed interview were used for data collection. Frequency, percentage, mean, standard deviation and t – test were utilized as the statistical tools for data analysis using computer program.

The research results: 1) Three components as knowledge, ability to practice and use of psychology were required for competency – based training model for further skill in tourist guides. 2) A “3T2CE” training model was developed composing of: training needs assessment, time frame for training, knowledge pretest and posttest, needed competencies, coaching and evaluation. 3) The findings of model testing (1) there was a significant achievement score by posttest higher than pretest; (2) the findings showed that the participants could practice along competencies and were satisfied with training programme in instructors, contents, training techniques, evaluation and training: duration; (3) the instructors indicated that the training was appropriate for participants but there were some problems about competency – based indicated technique, too much practice, inconsistent attendants and lack of manner in speaking; (4) the administrators indicated that the training model was appropriate and applicable in budget, materials, and management.



Student's signature



Thesis Advisor's signature

