CHAPTER III

METHODOLOGY

The objective of this research is to study the expectations and perceptions of the tourism and hospitality's employers of vocational college graduates. This study applies the quantitative research method by using a survey as the specific method for gathering data. In this chapter, the research method is discussed.

Populations and sample size of the study

The target population of this study is 198 employers of 3-5 star hotels and tour agencies in Thailand that have employed vocational tourism and hospitality graduates in the academic year 2011. The sample of this study was taken from employers, whom were the manager of HR, front desk clerk, housekeeper, concierge, and room service and tour operators. The researcher calculates the sample size by purposive sampling from the hotels those vocational students has been employees.

Research instrument

The researcher will send questionnaires to employers who have offered and are still offering employment opportunities to Thailand Vocational College graduates. Therefore, the sample for this study comprised of employers whom the students' graduates are currently training for. A self-administered specifically designed questionnaire which focuses on Thailand Vocational College graduates is used. However, before the questionnaire was sent to the employers for their expectations and perceptions, a pilot study was conducted to revise and refine the questions.

The instrument used in this research is the structured, self-administered questionnaire to find out the overall expectations and perceptions of sample group. The data collection instrument consisted of four parts of follows:

Part 1: The first part of the questionnaire was about employers' demographic profiles. From the literature review of Baloglu and McCleary (1999), it showed that employer's behavior and images vary over different segments due to socio-

demographic and psychographic variables, so that focusing on clear target group might increase the validity and the reliability of vocational students graduated' characteristics measurement research. Thus, this part covered the issues of gender, age, education and nationality through the close-ender question in the pattern of checklist.

The part of employers' individual feeling focused on the institutes of educations which influenced them to desire to tourism and hospitality vocational students employee in the workplace as well as the frequency of the positions was addressed in questionnaire.

Part 2: The second part of the questionnaire was to explore the employers' expectation on their skills of tourism and hospitality vocational student graduates. Employers were asked to indicate their level of agreement on a 5 point Likert scale that ranged from 1 (Least) to 5 (Most).

Part 3: The third part of questionnaire was to explore the employers' expectation on their knowledge of tourism and hospitality vocational student graduates. Employers were asked to indicate their level of agreement on a 5 point Likert scale that ranged from 1 (Least) to 5 (Most).

Part 4: The fourth part of the questionnaire was to assess the employers' perceptions toward ethic and morality of the tourism and hospitality vocational students. The employers were asked to indicate their level of agreement on a 5 point Likert scale, that ranged from 1 (strongly disagree) to 5 (strongly agree).

Parts 2, 3 and 4 in this study collected data about expectation and perception on tourism and hospitality vocational students. The survey questionnaire included closed-ended questions, checklist and attitude statements. The research instrument was tested for reliability and validity of this study.

Employers' expectation and perception were measured using five scales as follows:

Expectation

Least	=	1	point
Less	=	2	point
Moderate	=	3	point
Much	=	4	point

Most	=	5	point

Perception

Strongly disagree	=	1	point
Disagree	=	2	point
Neutral	=	3	point
Agree	=	4	point
Strongly agree	=	5	point

The translations of level ranking were analyzed following the criteria of employers' expectation and perception designed by Best (1997, p. 174).

$$\text{The interval score of each level} = \frac{\text{Maximum score} - \text{Minimum score}}{\text{the amount of level}}$$

$$= \frac{5-1}{5}$$

$$= 0.8$$

Expectation

The score among	1.00-1.80	meant	least on expectation/ satisfaction
The score among	1.81-2.60	meant	less on expectation/ satisfaction
The score among	2.61-3.40	meant	moderate on expectation/satisfaction
The score among	3.41-4.20	meant	much on expectation/satisfaction
The score among	4.21-5.00	meant	most on expectation/satisfaction

Perception

The score among	1.00-1.80	meant	strongly disagree on perception
The score among	1.81-2.60	meant	disagree on perception
The score among	2.61-3.40	meant	neutral on perception
The score among	3.14-4.20	meant	agree on perception
The score among	4.21-5.00	meant	strongly agree on perception

Data collection

This research employed a self-administered questionnaire to collect the data from employers who were working in the manager of Human Resources, front desk

clerk, housekeeper, concierge, housekeeping, room service and tour operators. The data collection was taken place at each main hotel that vocational students were trained for the months of October to December in 2011. This research is divided into 4 parts of questionnaires; part 1 is Employers' Demographic Profiles are 10 questions, part 2 is Employers' expectations are 19 questions, part 3 is Student knowledge of tourism and hospitality are 19 questions, part 4 is Employers' Perceptions about ethic and morality are 23 questions. The totals of 72 questionnaires were administered by researcher and were assisted by employers who conducted the vocational students.

Data analysis

The two key variable used in the study (employers' expectation and perception) were analyzed for functional and psychological image dimensions. After the researcher collected data from the questionnaire survey, the data were coded, stored, and analyzed using Statistic Program for the Social (SPSS) version 17 to interpret the data of means, frequency, percentage, and standard division. Finally One Way ANOVA and T-test will be used to analyze the variable and compare the difference between pre expectation of employers and post perception of employers toward tourism and hospitality vocational student graduates. The significance level .05 was set as a criterion to reject or accept each hypothesis.