

## CHAPTER IV

### RESULTS

This chapter presents the results of the data analysis hypotheses testing. The instrument used in this research was the survey questionnaire to find out the overall data from 198 samples. The questionnaire comprised four parts including employers' expectation, employers' perception towards vocational tourism and hospitality knowledge and skills who worked in 2-5 star hotel in Thailand. The results of data analysis will be reported as the following parts:

1. Response rate
2. Employers' demographic profiles
3. Employers expectation
4. Employers perception
5. Hypotheses testing

#### Response rate

Table 1 presents a summary of response rate one hundred and night-eight questionnaires were rate distributed and one hundred eighty – eight questionnaires were returned, yielding a 94.94 % response rate.

**Table 1 Response rate**

<b>Sample</b>	<b>Number</b>	<b>Percent</b>
Number of questionnaires distributes	198	100
Returned questionnaires	188	94.94
<b>Total</b>	<b>188</b>	<b>94.94</b>

### Employers' demographic profiles

Table 2 showed there were more female employers (67.6 %) than male employers (32.4%) in the sample group. The majority of the employers were 30-39 years old (46.8%) followed by 20-29 years old (29.8%), 40-49 years old (19.7%) and 50-59 years old made up the smallest group, presenting 3.7%.

In term of nationality, the samples were Thai nationality (100%). Likewise, in terms of level of education, most of employers had college and university graduated degree (62.6%), 18.6% attended high vocational education, 15.4% graduated high school, 3.7 % were vocational education degree, and only 1.6% were lowest graduates there being undergraduates. For education institution of employer graduated were state university (35.1%), followed by state college (29.8%), 67.0% were state secondary school, private university (9.6%), and private college (6.9%) and only 1.6 % was lowest graduates private secondary school.

**Table 2 Employers' demographic profile**

Demographic	Frequency N= 188	Percent
<b>Gender</b>		
Male	61	32.4
Female	127	67.6
<b>Age group</b>		
Less than 20 years old	0	0
20-29 years old	56	29.8
30-39 years old	88	48.8
40-49 years old	37	19.7
50-59 years old	7	3.7
60 years and old	0	0
<b>Nationality</b>		
Thai	188	100
Non-Thai	0	0

**Table 2 (Cont.)**

<b>Demographic</b>	<b>Frequency N= 188</b>	<b>Percent</b>
<b>Marital status</b>		
Single	94	50.0
Married	80	42.6
Divorce	9	4.8
Separate	5	2.7
<b>Institution graduated</b>		
Private high School	3	1.6
State high School	32	17.0
Private College	13	6.9
State College	56	29.6
Private University	18	9.6
State University	66	35.1

Table 3 Found that the employer has worked experience in hotel and tour agent , they were mostly (more than 10 years (43. 6%), follow by 7-9 years (22.3%) 1.3 years (191%), Lastly 7-9 years (14.9%).

For employers' position, They were mostly front office mangers as 43, accounted for 22.9%, followed by head of housekeeping as 38, accounted for 20.2% human resources manager as 36, accounted 19.1 %, food and beverage manager as 30 accounted for 16.0%, front office clerk as 10 accounted for 5.3%, tour and manager as 6, accounted for 3.2% head of concierge, cashier and human resource staff as3, accounted for 1.6 %, from office assistant, head of maintenances, captain, marketing, operating, booking as 2, accounted for 1.1%, and lastly service staff are1, accounted 0.5.

In term of level of hotel, the samples were mostly 4 star hotel as 72, accounted for 38.3, followed by 3 star hotel as 60, accounted for 31.9%, 5 star hotel as 46, accounted for 24.5. Lastly 2 star hotel as 10, accounted 0.3%. For the year have been the employers of vocational college graduates found that the most of them 1-3 years as 73, accounted for 38.8%, after that 4-6 year as 52, accounted for 18.1%. Lowest 7-9 years as 29, accounted 15.4%.

**Table 3 Employers' demographic profile**

<b>Demographic profile</b>	<b>Frequency N=188</b>	<b>Percent</b>
<b>Worked at tourism and hospitality</b>		
1-3 years	36	9.1
4-6 year	42	22.3
7-9 years	28	14.9
More than 10 years	82	43.6
<b>Employer' position</b>		
Human Resources Manager	36	19.1
Food and Beverage Manager	30	16.0
Front office Manager	43	22.9
Head of Housekeeping	38	20.2
Head of Concierge	3	1.6
Tour Agent Manager	6	3.2
Front office Assistant	2	1.1
Front office Clerk	10	5.3
Receptionist	3	1.6
Head of Maintenance	2	1.1
Cashier	3	1.6
Service Staff	1	0.5
Captain	2	1.1
Marketing	2	1.1
Operation	2	1.1
Booking	2	1.1
Human Resource Staff	3	1.6
<b>Type of hotel</b>		
2 Star	10	5.3
3 Star	60	39.1
4 Star	72	38.3
5 Star	46	24.5

**Table 3 (Cont.)**

<b>Demographic profile</b>	<b>Frequency N=188</b>	<b>Percent</b>
<b>How many years have been the employers of vocational college graduates?</b>		
1-3 years	73	38.8
4-6 years	52	27.2
7-9 years	29	15.4
More than 10 years	34	18.1

**Employers' expectations**

The descriptive statistics of mean scores and standard deviations of the 18 expectation attributes are reported in Table 4. The mean score ranges from 3.89 to 4.42, indicating that the employers' expectation level was much.

**Table 4 Employers' expectation of skills categorized by item**

<b>Vocational college graduates' attributes</b>	<b>N= 188</b>		<b>Level of expectation</b>
	<b>Mean</b>	<b>S.D.</b>	
<b>Professional demeanor</b>			
Report to work on time	4.12	.75	Much
Has a positive attitude toward the job and the hotel	4.21	.68	Much
Recognizes positive and negative aspect of the job	4.06	.75	Much
Possesses maturity in judgment	3.89	.83	Much
Appear businesslike	4.23	.77	Much
Maintains control and composure in different situation	4.05	.79	Much
<b>Congenial nature</b>			
Smiles readily	4.42	.69	Much
Exhibits Cordial and pleasant customer approach	4.33	.75	Much

**Table 4 (Cont.)**

Vocational college graduates' attributes	N= 188		Level of expectation
	Mean	S.D.	
<b>Helpful attitude</b>			
Sensitive to the quest's needs	4.21	.75	Much
Possesses a sense of humor	4.29	.71	Much
Responds and speak intelligently	4.10	.72	Much
Demonstrates creativity	4.06	.83	Much
Practice good Listening skills	4.15	.70	Much
<b>Flexibility</b>			
Willing and able to accept a different work shifts if necessary	4.11	.77	Much
Understands others' point of view	4.13	.71	Much
Willing to try new ways of doing; innovation	4.20	.74	Much
Works well with guests and hotel staff; team player	4.22	.69	Much
<b>Well groomed appearance</b>			
Dresses appropriate; meets property standards for ware and care of uniform	4.35	.69	Much

**Note:** Expectation attributes measured by the 5 point Lakers scale:

Scale: 1 = Least, 2 = Less, 3 = Moderate, 4 = Much, 5 = Most

Table 4 showed that all items in professional demeanor had the mean scale ranges from 4.05 to 4.42, indicating that the Employer' expectation level was much. The employers had the highest expectation on appear businesses (4.42). Followed by has positive attitude to word the job and hotel (4.21). However the employer had the lowest expectation on maintains control and composure in different situation (4.05).

In term of congenial nature, all items had the mean score ranges from 4.33 to 4.42, meaning that the employers' expectation level was much. The employers had the

highest the expectation on readily (4.42), and the lowest expectation on exhibited cordial and pleasant customer approach (4.33).

For the helpful attitude, all items had the mean score ranges from 4.06 to 4.29, meaning that the expectation level was much. The expectation had the highest expectation on possesses an sense of humor (2.29), Followed by sensitive to the guest's needs (4.21). The lowest expectation on demonstrates creativity (4.06).

In term of flexibility, all items had the mean score ranges from 3.63 to 3.82, meaning that the expectation level was much. The expectation had the highest expectation on works well with guests and hotel staff; team player (3.82), followed by willing to try new ways of doing things; innovative (3.77). The employers had the lowest expectation on willing and able to accept a different work shifts if necessary (3.63). Whereas the employer's expectation found that all items had the mean score range 4.35, meaning that the employers' expectation was much.

**Table 5 Employers' expectation of skills categorized by aspect**

Vocational college graduates' attributes	N= 188		Level of expectation
	Mean	S.D.	
Aspect 2: Congenial Nature	4.37	.66	Much
Aspect 5: Well groomed appearance	4.35	.65	Much
Aspect 4: Flexibility	4.17	.62	Much
Aspect 3: Helpful Attitude	4.16	.59	Much
Aspect 1: Professional demeanor	4.09	.59	Much

Table 5 found that all aspect had the mean score range from 4.09 to 4.37 indicating that the employer's expectation level was much. The aspect 2 (Congenial Nature) had the highest mean score of expectation that was 4.37, followed by the aspect 5 (Well groomed appearance), accounted for 4.35, the aspect 4 (Flexibility), accounted for 4.17, the aspect 3 (Helpful Attitude) was 4.16, and the lowest expectation were the aspect 1 (Professional demeanor), accounted for 4.09.

### Employers' expectation on the knowledge of tourism and hospitality industry

Table 6 listed the mean and standard deviation score of the employers' expectation of general knowledge of tourism and hospitality industry attributes. The mean score ranges from 3.92 to 4.14, indicating that the student knowledge expectation level was much.

**Table 6 Employers' expectation of tourism and hospitality knowledge by general knowledge**

Demonstrate student knowledge of tourism and hospitality industry	N= 188		Level of expectation
	Mean	S.D.	
<b>General knowledge</b>			
Communicate using Thai, English and other languages in daily life and career	3.94	.80	Much
Develop oneself and society according to the principles of religions, human rights, culture and economics.	3.98	.74	Much
Develop oneself and career solve problems by using the scientific and processes mathematics.	4.01	.79	Much
Develop personality and health by using the process of health and physical education.	4.09	.74	Much
Use the computer package and information technology system to develop the business.	4.14	.80	Much
Plan for career in business by using quality management system and productivity in organizations.	3.92	.76	Much
Manage the environment, vocational hygiene, and security in organizations and community	3.97	.76	Much
Apply the basic business principle work and daily life.	4.06	.74	Much

**Table 6 (Cont.)**

<b>Demonstrate student knowledge of tourism and hospitality industry</b>	<b>N= 188</b>		<b>Level of expectation</b>
	<b>Mean</b>	<b>S.D.</b>	
Exhibited cordial and pleasant customer approach	4.26	.73	Much

**Note:** Expectation attributes measured by the 5 point Likert Scale:  
Scale: 1 = Least, 2 = Less, 3 = Moderate, 4= Much, 5=Most

Table 6 presented that all items in aspect 1 (General Knowledge) had the mean score range from 3.92 to 4.26, meaning that the employers' expectation of student knowledge level was much, The employers had the highest student expectation on exhibition cordial and pleasant customer approach (4.26), followed by Use the computer package and information technology system to develop the business (4.14), Develop personality and health by using the process of health and physical education (4.09), Apply the basic business principle work and daily life exhibited cordial and pleasant customer approach(4.06), Develop oneself and career solve problems by using the scientific and processes mathematics(4.01), Develop oneself and society according to the principles of religions, human rights, culture and economics(3.98), Manage the environment, vocational hygiene, and security in organizations and community (3.97), and the lowest of expectation of student knowledge on Plan for career in business by using quality management system and productivity in organizations(3.92).

**Table 7 Employers' expectation of tourism and hospitality knowledge by specification: hospitality**

<b>Demonstrate student knowledge of tourism and hospitality industry</b>	<b>N= 179</b>		<b>Level of expectation</b>
	<b>Mean</b>	<b>S.D.</b>	
<b>Specification: hospitality</b>			
Understand the principles and work processes of hotel front office, housekeeping, kitchen, and	3.85	.78	Much

**Table 7 (Cont.)**

<b>Demonstrate student knowledge of tourism and hospitality industry</b>	<b>N= 179</b>		<b>Level of expectation</b>
	<b>Mean</b>	<b>S.D.</b>	
food & beverage services.			
Develop skills in hotel front office service, using language for communication, cleaning rooms and public areas, linen and florist, using kitchen equipment, and food & beverage preparation and service.	3.88	.81	Much
Promote good personality, spoken and written skills, and team working.	4.17	.89	Much
Be able to follow the advanced technology and to apply the knowledge to develop hotel work efficiently and modernly.	3.94	.82	Much

**Note:** Expectation attributes measured by the 5 point Likert Scale:

Scale: 1 = Least, 2 = Less, 3 = Moderate, 4= Much, 5=Most

Table 7 showed that all items in the employers' expectation about the hospitality knowledge had the mean score range from 3.85 to 4.17, meaning that the employers' expectation of hotel's knowledge level was much. The employers had the highest on Promote good personality, spoken and written skills, and team working (4.17), followed by Be able to follow the advanced technology and to apply the knowledge to develop hotel work efficiently and modernly (3.94), develop skills in hotel front office service, using language for communication, cleaning rooms and public areas, linen and florist, using kitchen equipment, and food & beverage preparation and service (3.88). The lowest of hotel lowest expectation on understand the principles and work processes of hotel front office, housekeeping, kitchen, and food & beverage services (3.85).

**Table 8 Employers' expectation of tourism and hospitality knowledge by specification: tourism**

Demonstrate student knowledge of tourism and hospitality industry	N= 179		Level of expectation
	Mean	S.D.	
<b>Specification: tourism</b>			
Prepare equipment and use service skills as guide assistant.	4.22	1.02	Much
Understand the principles and processes of people offering services	4.21	.98	Much
Understand Thai arts & culture and culture of tourists.	4.21	.95	Much
Understand and have skills in the use of office equipment	4.20	.93	Much
Promote skills in using foreign language for communication in service.	4.20	.92	Much
Co-ordinate other organizations related to tourism.	4.20	.91	Much
Organize tour schedules suitable for and in relation to the market needs.	4.21	.95	Much

**Note:** Expectation attributes measured by the 5 point Likert Scale:

Scale: 1 = Least, 2 = Less, 3 = Moderate, 4= Much, 5=Most

Table 8 presented that all items in employers' expectation about the tourism knowledge had the mean score ranges from 4.20 to 4.22, indicating that the employers' expectation of tourism knowledge level was much. The highest of tourism knowledge expectation of employers on Prepare equipment and use service skills as guide assistant (4.22), followed by Understand the principles and processes of people offering services, Understand Thai arts & culture and culture of tourists. Organize tour schedules suitable for and in relation to the market needs (4.21), and the lowest of employers' expectation about tourism knowledge on Understand and have skills in the use of office

equipment, Promote skills in using foreign language for communication in service, Coordinate other organizations related to tourism. Understand and have skills in the use of office equipment, Promote skills in using foreign language for communication, Coordinate other organizations related to tourism (4.20).

**Table 9 Employers' expectation of tourism and hospitality knowledge categorized by aspect**

<b>Demonstrate student knowledge of tourism and hospitality industry</b>	<b>N= 188</b>		<b>Level of expectation</b>
	<b>Mean</b>	<b>S.D.</b>	
Aspect 1: General knowledge	4.01	.62	Much
Aspect 2: Specification: hospitality	3.94	.82	Much
Aspect 3: Specification: Tourism	4.20	.92	Much

Table 9 found that all aspect had the mean score ranges from 3.94 to 4.20, indicating that the employers' expectation of hotel and tourism knowledge level was much. The aspect 3 (Specification: Tourism) had the highest mean score of tourism knowledge that the employers' expectation was 4.20, followed by the aspect 1 (General knowledge) (4.01), and the aspect 2 (Specification: hospitality) (3.94).

### **Employers' perceptions**

The descriptive statistics of mean score and standard divisions of skills and knowledge of vocational graduates are reported in Table 10 to Table 15. The mean score among from 3.61 to 4.17, indicating that employers' perception means level was much.

**Table 10 Employers' perceptions of skills categorized by item**

Vocational college graduates' attributes	N= 188		Level of perceptions
	Mean	S.D.	
Report to work on time	3.61	.74	Much
Has a positive attitude toward the job and the hotel	3.63	.84	Much
Recognizes positive and negative aspect of the job	3.61	.85	Much
Possesses maturity in judgment	3.34	.96	Much
Appear businesslike	3.65	.90	Much
Maintains control and composure approach	3.53	.89	Much
<b>Congenial nature</b>			
Smiles readily	4.04	.83	Much
Exhibits Cordial and pleasant customer approach	3.95	.87	Much
<b>Helpful attitude</b>			
Sensitive to the quest's needs	3.73	.87	Much
Possesses a sense of humor	3.81	.90	Much
Responds and speak intelligently	3.57	.93	Much
Demonstrates creativity	3.52	1.02	Much
Practice good listening skills	3.57	.92	Much
<b>Flexibility</b>			
Willing and able to accept a different work shifts if necessary	3.63	.94	Much
Understands others' point of view	3.67	.93	Much
Willing to try new ways of doing; innovation	3.77	.88	Much
Works well with guests and hotel staff; team player	3.82	.75	Much
<b>Well groomed appearance</b>			
Dresses appropriate; meets property standards for ware and care of uniform	4.09	.89	Much

**Note:** Expectation attributes measured by the 5 point Likert Scale:

Scale: 1 = Least, 2 = Less, 3 = Moderate, 4= Much, 5=Most

Table 10 showed that all items of the perception of employers in aspect 1 (Professional demeanor) had the mean score range from 3.34 to 3.65, indicating that the

employers' perceptions after worked level was much. The perceptions of employers had the highest on possesses maturity in judgment (3.65), followed by has a positive attitude toward the job and the hotel (3.63), Report to work on time, recognizes positive and negative aspects of the job (3.61) Maintain control and composure in different situation (3.53) and the perceptions of employers had the lowest on appeared business like (3.34).

In term of aspects 2 (congenial Nature) all item had the mean score ranges from 3.95 to 4.09, meaning that the perceptions of employers level was much. The employers had the highest perceptions on smiles readily (4.02), and the lowest perceptions on exhibited cordial and pleasant customer approach (3.95).

For the aspect 3 (Helpful altitude) all item had the mean score ranges from 3.52 to 3.81, meaning that the perceptions of employers level was much. The employers had the highest perceptions on possesses a sense of humor (3.81), followed by sensitive to the guest's needs (3.73), response and speak intelligently and practice good listening skills (3.57), and the lowest perceptions of employers on demonstrates creativity (3.52).

In term of aspect 4 (flexibility) all item has the mean score ranges from 3.63 to 3.82, meaning that the employers had the perceptions level was much. The employers had the highest perceptions on works well with guests and hotel staff: team player, followed by willing to try new ways of doing things, innovative (3.77) understands others' paint of view (3.67), and the lowest perception while worked on willing and able to accept a different work shifts if necessary (3.63) .

In term of aspect 5 (well groomed appearance) all items had the mean score range 4.09, meaning that the employers' perception level was much.

**Table 11 Employers' perceptions of skills categorized by aspect**

Vocational college graduates' attributes	N= 188		Level of perceptions
	Mean	S.D.	
Aspect 2: Well groomed appearance	4.09	.89	Much
Aspect 5: Congenial Nature	3.99	.78	Much
Aspect 4: Flexibility	3.44	.88	Much
Aspect 3: Helpful Attitude	3.64	.80	Much

**Table 11 (Cont.)**

Vocational college graduates' attributes	N= 188		Level of perceptions
	Mean	S.D.	
Aspect 1: Professional demeanor	3.56	.71	Much

Table 11 found that all aspects had the mean score ranges from 3.65 to 4.09 indicating that employers' perceptions level was much. The aspect 5 (well groomed appearance) had the highest mean score of perceptions that was 4.09, followed by the aspect 2 (Congenial Nature) 3.99, aspect 4 (flexibility) 3.44, aspect 3 (Helpful attitude) 3.64, and aspect 1 (professional demeanor) 3.56.

#### **Employers' perceptions on the knowledge of tourism and hospitality industry**

Table 12 listed the mean and standard deviation score of the employers' perceptions of general knowledge of tourism and hospitality industry attributes. The mean score ranges from 3.29 to 4.01, indicating that the student knowledge perceptions level was much.

**Table 12 Employers' perceptions of tourism and hospitality knowledge by general knowledge**

Demonstrate student knowledge of tourism and hospitality industry	N= 188		Level of perceptions
	Mean	S.D.	
<b>General knowledge</b>			
Communicate using Thai, English and other languages in daily life and career	3.29	1.01	Moderate
Develop oneself and society according to the principles of religions, human rights, culture and economics.	3.69	.78	Much
Develop oneself and career solve problems by using the scientific and processes mathematics.	3.59	.86	Much

**Table 12 (Cont.)**

<b>Demonstrate student knowledge of tourism and hospitality industry</b>	<b>N= 188</b>		<b>Level of perceptions</b>
	<b>Mean</b>	<b>S.D.</b>	
Develop personality and health by using the process of health and physical education.	3.70	.88	Much
Use the computer package and information technology system to develop the business.	3.89	.84	Much
Plan for career in business by using quality management system and productivity in organizations.	3.56	.79	Much
Manage the environment, vocational hygiene, and security in organizations and community	3.63	.82	Much
Apply the basic business principle work and daily life.	3.69	.70	Much
Exhibited cordial and pleasant customer approach	4.01	.77	Much

**Note:** Expectation attributes measured by the 5 point Likert Scale:  
Scale: 1 = Least, 2 = Less, 3 = Moderate, 4= Much, 5=Most

Table 12 presented that all items in aspect 1 (General Knowledge) had the mean score range from 3.29 to 4.01, meaning that the employers' perceptions of student knowledge level was much, The employers had the highest student perceptions on exhibition cordial and pleasant customer approach (4.01), followed by Use the computer package and information technology system to develop the business (3.89), Develop personality and health by using the process of health and physical education (3.70), Apply the basic business principle work and daily life (3.69), Develop oneself and career solve problems by using the scientific and processes mathematics(3.59), Plan for career in business by using quality management system and productivity in organizations (3.56), The employers had the lowest perceptions on Communicate using Thai, English and other languages in daily life and career (3.29).

**Table 13 Employers' perceptions of tourism and hospitality knowledge by specification: hospitality**

Demonstrate student knowledge of tourism and hospitality industry	N= 179		Level of perceptions
	Mean	S.D.	
<b>Specification: hospitality</b>			
Understand the principles and work processes of hotel front office, housekeeping, kitchen, and food & beverage services.	3.56	1.17	Much
Develop skills in hotel front office service, using language for communication, cleaning rooms and public areas, linen and florist, using kitchen equipment, and food & beverage preparation and service.	3.53	1.19	Much
Promote good personality, spoken and written skills, and team working.	3.60	1.13	Much
Be able to follow the advanced technology and to apply the knowledge to develop hotel work efficiently and modernly.	3.58	1.15	Much

**Note:** Expectation attributes measured by the 5 point Likert Scale:

Scale: 1 = Least, 2 = Less, 3 = Moderate, 4= Much, 5=Most

Table 13 showed that all items in the employers' perceptions about the hospitality knowledge had the mean score range from 3.53 to 3.60, meaning that the employers' expectation of hotel's knowledge level was much. The employers had the highest on Promote good personality, spoken and written skills, and team working (3.60), followed by Be able to follow the advanced technology and to apply the knowledge to develop hotel work efficiently and modernly (3.58), Understand the principles and work processes of hotel front office, housekeeping, kitchen, and food & beverage services (3.56), The lowest of hotel lowest expectation on develop skills in hotel front office service, using language for communication, cleaning rooms and public

areas, linen and florist, using kitchen equipment, and food & beverage preparation and service (3.53).

**Table 14 Employers' perceptions of tourism and hospitality knowledge by specification: tourism**

Demonstrate student knowledge of tourism and hospitality industry	N= 179		Level of perceptions
	Mean	S.D.	
<b>Specification: tourism</b>			
Prepare equipment and use service skills as guide assistant.	4.18	.86	Much
Understand the principles and processes of people offering services	4.18	.82	Much
Understand Thai arts & culture and culture of tourists.	4.18	.83	Much
Understand and have skills in the use of office equipment	4.17	.76	Much
Promote skills in using foreign language for communication in service.	4.17	.76	Much
Co-ordinate other organizations related to tourism.	4.17	.79	Much
Organize tour schedules suitable for and in relation to the market needs.	4.19	.87	Much

**Note:** Expectation attributes measured by the 5 point Likert Scale:

Scale: 1 = Least, 2 = Less, 3 = Moderate, 4= Much, 5=Most

Table 14 presented that all items in employers' perceptions about the tourism knowledge had the mean score ranges from 4.17 to 4.19, indicating that the employers' perceptions of tourism knowledge level was much. The highest of tourism knowledge perceptions of employers on organize tour schedules suitable for and in relation to the market needs (4.19), followed by prepare equipment and use service skills as guide

assistant, understand the principles and processes of people offering services, understand Thai arts and culture of tourists (4.18), and the lowest of employers' perceptions about tourism knowledge on understand and have skills in the use of office equipment, promote skills in using foreign language for communication in service, coordinate other organizations related to tourism (4.17).

**Table 15 Employers' perceptions of tourism and hospitality knowledge by categorized by aspect**

<b>Demonstrate student knowledge of tourism and hospitality industry</b>	<b>N= 179</b>		<b>Level of perceptions</b>
	<b>Mean</b>	<b>S.D.</b>	
Aspect 1: General knowledge	3.62	.72	Much
Aspect 2: Specification: hospitality	3.57	1.08	Much
Aspect 3: Specification: Tourism	4.18	.81	Much

Table 15 found that all aspect had the mean score ranges from 3.57 to 4.18, indicating that the employers' perceptions of hotel and tourism knowledge level was much. The aspect 3 (Specification: Tourism) had the highest mean score of tourism knowledge that the employers' perceptions was 4.18, followed by the aspect 1 (General knowledge) (3.62), and the aspect 2 (Specification: hospitality) (3.57).

### **Employers' perceptions on ethic and morality**

The descriptive statistics of mean score and standard divisions of the 23 attributes of perception are reported in Table 16. The mean score among from 3.61 to 4.17, indicating that employers' perception means agree level.

**Table 16 Employers' perceptions categorized by item**

Ethic and morality attributes	N= 188		Level of perceptions
	Mean	S.D.	
Responsibilities	3.89	.76	Agree
Honesty	4.01	.72	Agree
Being loyal	3.85	.80	Agree
Being trustworthy	3.81	.84	Agree
Being positive thinking	3.88	.84	Agree
Being fair	3.88	.74	Agree
Having integrity	3.68	.78	Agree
Caring about our employees and customer	3.94	.71	Agree
Respect for human life	3.92	.70	Agree
Self- control	3.81	.86	Agree
Being treat all guest equally	4.05	.71	Agree
Conscience	3.95	.75	Agree
Adapts to change	3.90	.76	Agree
Accepts criticism	3.61	1.03	Agree
Follows work routine	3.85	.74	Agree
Helping other workers	3.65	.85	Agree
Efficiency	3.86	.78	Agree
Being punctual	3.90	.87	Agree
Discipline	3.86	.81	Agree
Polite	4.17	.72	Agree
Clean	4.17	.65	Agree
Harmonious	4.05	.70	Agree
Diligence	3.92	.84	Agree

**Note:** Perception attributes measured by the 5 point Likert Scale:

Scale: 1= Strongly Disagree, 2= Disagree, 3= Neutral, 4= Agree,

5= Strongly Agree

Table 16 showed that all items in aspect Tourism and Hospitality Ethic and Morality had the mean score ranges from 3.61 to 4.17, meaning that the employers' perception level was agree. The employers had the highest positive perception toward the vocational student character of ethic and morality as "Polite and Clean" with the mean score was 4.17, followed by Harmonious and Being treat all guest equally with mean score was 4.05, and the employer had the positive perception toward the character of vocational student as honesty with the mean score was 4.01. The character of vocational student of ethic and morality as accepts criticism was not strong in the employers' mind with the mean score was 3.16, meaning that the employers' perception level was neutral.

## **Hypothesis testing**

### **Hypothesis 1**

Hypothesis 1: The employers with different demographic will demonstrate different expectation of vocational tourism and hospitality graduates.

The first hypothesis investigates of employers' demographic will demonstrate different expectation of skills and knowledge of tourism and hospitality graduates. To test this hypothesis, the t-test analysis and One-Way-ANOVA were applied to compare the level of expectation and perception by gender, marital status, age, education institute, and work experience in employers toward vocational graduates on 7 aspects of tourism and hospitality skills and knowledge.

### **Gender**

The result of the t-test shown that there was no significant difference in the employers with different demographic will demonstrate different expectation of vocational tourism and hospitality graduates between male and female.

The t-test result of the mean different demographic will demonstrate different expectation of vocational tourism and hospitality graduates by gender of the respondents were shown in table 17.

**Table 17 The t-test of gender**

Aspect	Gender	$\bar{X}$	S.D.	SE	Sig.
Professional demeanor	Male	3.50	.378	.074	.886
	Female	3.59	.711	.063	
Congenial Nature	Male	3.94	.780	.099	.873
	Female	4.02	.788	.070	
Helpful Attitude	Male	3.52	.835	.106	.681
	Female	3.70	.787	.069	
Flexibility	Male	3.65	.758	.091	.947
	Female	3.76	.758	.067	
General knowledge	Male	3.55	.751	.096	.413
	Female	3.65	.706	.062	
Specification: Hospitality	Male	3.61	.981	.125	.308
	Female	3.55	.1.134	.100	
Specification: Tourism	Male	.110	.606	.077	.098
	Female	.213	.900	.079	

Table 17 shows the T-test result of the mean difference in different demographic will demonstrate different expectation of vocational tourism and hospitality graduates by gender of the respondents. The result indicates that they was no significant difference at level .886; .837; .681; .947; .413; .308; .098 in the different demographic of employers toward the skills and knowledge of vocational tourism and hospitality graduates. Therefore, different gender viewed same level of overall expectation toward skills and knowledge of vocational tourism and hospitality graduates.

#### Age

There is no significant difference level of expectation toward skills and knowledge of vocational tourism and hospitality graduates among group.

Own-Way-ANOVA result of the mean difference in overall employers' expectation with skills and knowledge of vocational tourism and hospitality graduates by age of the respondents were shown in Table 18.

**Table 18 One-Way-ANOVA of age**

Aspect	Age	sum of square	df	Mean square	f	Sig.
Professional demeanor	Between Group	2.701	3	.900	1.758	.157
	Within Group	94.212	184	.512		
	Total	96.913	187			
Congenial Nature	Between Group	1.075	3	.358	.527	.631
	Within Group	114.174	184	.621		
	Total	115.249	187			
Helpful Attitude	Between Group	3.571	3	1.190	1.858	.138
	Within Group	117.857	184	.641		
	Total	121.478	187			
Flexibility	Between Group	2.309	3	.770	1.346	.261
	Within Group	105.231	184	.572		
	Total	107.540	187			
General knowledge	Between Group	3.153	3	1.051	2.056	.108
	Within Group	94.062	184	.511		
	Total	97.215	187			
Specification:Hospitality	Between Group	1.141	3	.380	.320	.811
	Within Group	219.041	184	1.190		
	Total	220.182	187			
Specification: Tourism	Between Group	1.032	3	.344	.512	.675
	Within Group	123.784	184	.673		
	Total	124.780	187			

Table 18 shows the One-Way-ANOVA result of the mean difference in overall employers' expectation the skills and knowledge of vocational tourism and hospitality by age of the respondents. There was no significant difference in the level .157; .631; .138; .261; .108; .811 and .675 in expectation toward Professional demeanor, Congenial Nature, Helpful Attitude, Flexibility, General knowledge, Specification: Hospitality,

Specification: Tourism. Therefore, different age group viewed same level of overall expectation toward vocational tourism and hospitality graduates. As a result, there was no significant difference in level of demographic with employers' expectation toward vocational tourism and hospitality graduates among age group.

### Marital status

There was no significant difference level of demographic with employers' expectation toward vocational tourism and hospitality graduates among marital status group.

One-Way-ANOVA result of the mean difference in overall employers' expectation with skills and knowledge of vocational tourism and hospitality graduates by age of the respondents were shown in Table 19.

**Table 19 One-Way-ANOVA of marital status**

Aspect	Age	sum of square	df	Mean square	f	Sig.
Professional demeanor	Between Group	3.464	3	1.155	2.274	.082
	Within Group	93.449	184	.508		
	Total	96.913	187			
Congenial Nature	Between Group	3.170	3	1.057	1.735	.161
	Within Group	112.079	184	.609		
	Total	115.249	187			
Helpful Attitude	Between Group	2.247	3	.749	1.156	.328
	Within Group	119.181	184	.648		
	Total	121.428	187			

**Table 19 (Cont.)**

Aspect	Age	sum of square	df	Mean square	f	Sig.
Flexibility	Between Group	3.239	3	1.080	1.904	.130
	Within Group	104.301	184	.567		
	Total	107.540	187			
General knowledge	Between Group	2.142	3	.714	1.382	.250
	Within Group	95.073	184	.517		
	Total	97.215	187			
Specification:hospitality	Between Group	1.509	3	.503	.423	.737
	Within Group	218.673	184	1.188		
	Total	220.182	187			
Specification: tourism	Between Group	.507	3	.169	.250	.861
	Within Group	124.273	184	.675		
	Total	124.780	187			

Table 19 shows the One-Way-ANOVA result of the mean difference in overall employers' expectation the skills and knowledge of vocational tourism and hospitality by marital status of the respondents. There was no significant difference in the level .082; .161; .328; .130; .250; .373 and .861 in expectation toward Professional demeanor, Congenial Nature, Helpful Attitude, Flexibility, General knowledge, Specification: Hospitality, Specification: Tourism. Therefore, different marital status group viewed same level of overall expectation toward vocational tourism and hospitality graduates. As a result, there was no significant difference in level of demographic with employers' expectation toward vocational tourism and hospitality graduates among marital status group.

### Employers' worked experience

There was significant difference level of demographic with employers' expectation toward vocational tourism and hospitality graduates among worked experience group.

One-Way-ANOVA result of the mean difference in overall employers' expectation with skills and knowledge of vocational tourism and hospitality graduates by worked experience of the respondents were shown in table 20.

**Table 20 One-Way-ANOVA of worked experience**

Aspect	Worked experience	sum of square	df	Mean square	f	Sig.
Professional demeanor	Between Group	4.154	3	1.386	2.749	.044*
	Within Group	92.756	184	.504		
	Total	96.913	187			
Congenial nature	Between Group	3.196	3	1.065	1.749	.159
	Within Group	112.053	184	.609		
	Total	115.249	187			
Helpful attitude	Between Group	7.435	3	2.478	4.000	.009*
	Within Group	113.993	184	.620		
	Total	121.428	187			
Flexibility	Between Group	3.753	3	1.251	2.218	.088
	Within Group	103.785	184	.564		
	Total	107.543	187			
General knowledge	Between Group	3.754	3	1.257	2.464	.064
	Within Group	93.461	184	.508		
	Total	97.215	187			
Specification:hospitality	Between Group	3.052	3	1.017	.862	.462
	Within Group	217.130	184	1.180		
	Total	220.182	187			

**Table 20 (Cont.)**

Aspect	Worked experience	sum of square	df	Mean square	f	Sig.
Specification: tourism	Between Group	1.511	3	.504	.752	.523
	Within Group	123.270	184	670		
	Total	124.780	187			

**Note:** \*  $p < .05$

Table 20 shows the One-Way-ANOVA result of the mean difference in overall employers' expectation the skills and knowledge of vocational tourism and hospitality by worked experience of the respondents. There was significant difference in the level .044 and .009 in expectation toward Professional demeanor, Helpful attitude. Therefore, different worked experience group viewed same level of overall expectation toward vocational tourism and hospitality graduates. As a result, there was no significant difference in level .159; .088; .064; .462; .523 in expectation different with demographic of employers' expectation toward Congenial Nature, Flexibility, General knowledge, Specification: Hospitality, Specification: Tourism in vocational tourism and hospitality graduates among worked experience group.

### **Educational institute**

There was significant difference level of demographic with employers' expectation toward vocational tourism and hospitality graduates among educational institute group.

One-Way-ANOVA result of the mean difference in overall employers' expectation with skills and knowledge of vocational tourism and hospitality graduates by educational institute of the respondents were shown in table 21.

**Table 21 One-Way-ANOVA of educational institute**

Aspect	Institute	sum of square	df	Mean square	f	Sig.
Professional demeanor	Between Group	11.562	5	2.312	4.931	.000*
	Within Group	85.351	182	.469		
	Total	96.913	187			
Congenial Nature	Between Group	7.546	5	1.509	2.550	.029*
	Within Group	107.703	182	.592		
	Total	115.249	187			
Helpful attitude	Between Group	16.591	5	3.318	5.760	.000*
	Within Group	104.837	182	.576		
	Total	121.428	187			
Flexibility	Between Group	12.584	5	2.517	.824	.000*
	Within Group	94.956	182	.522		
	Total	107.540	187			
General knowledge	Between Group	8.516	5	1.703	3.495	.005*
	Within Group	88.699	182	.487		
	Total	97.215	187			
Specification:hospitality	Between Group	23.319	5	4.664	4.312	.001*
	Within Group	196.863	182	1.082		
	Total	220.182	187			
Specification: tourism	Between Group	4.917	5	.983	1.493	.194
	Within Group	119.363	182	.659		
	Total	124.780	187			

**Note:** \*  $p < .05$

Table 21 shows the One-Way-ANOVA result of the mean difference in overall employers' expectation the skills and knowledge of vocational tourism and hospitality by education institute of the respondents. There was significant difference in the level

.029; .005; .001 in expectation toward Professional demeanor, Congenial Nature, Helpful Attitude, Flexibility, General knowledge, Specification: Hospitality. Therefore, different education institute group viewed same level of overall expectation toward vocational tourism and hospitality graduates. As a result, there was significant difference in level of demographic with employers' expectation toward vocational tourism and hospitality graduates among education institute group.

## **Hypothesis 2**

Hypothesis 2: The employers with different type of hotel will demonstrate different expectation and perception of vocational tourism and hospitality graduates.

The second hypothesis investigates of type of hotel will demonstrate different expectation of skills and knowledge of tourism and hospitality graduates. To test this hypothesis, The One-Way-ANOVA was applied to compare the level of expectation and perception by type of hotel in employers toward vocational graduates on 8 aspects of tourism and hospitality skills and knowledge.

## **Type of hotel**

There was significant difference level of demographic with employers' expectation and perception toward vocational tourism and hospitality graduates among type of hotel group.

One-Way-ANOVA result of the mean difference in overall employers' expectation and perception with skills and knowledge of vocational tourism and hospitality graduates by type of hotel of the respondents were shown in table 22.

**Table 22 One-Way-ANOVA of type of hotel**

Aspect	Type of hotel	sum of square	df	Mean square	f	Sig.
Professional demeanor	Between Group	9.991	3	3.330	7.050	.000*
	Within Group	86.922	184	.472		
	Total	96.913	187			
Congenial nature	Between Group	8.354	3	2.785	4.793	.003*
	Within Group	106.895	184	.581		
	Total	115.249	187			
Helpful attitude	Between Group	13.992	3	4.664	7.987	.000*
	Within Group	107.437	184	.584		
	Total	121.428	187			
Flexibility	Between Group	8.422	3	2.807	5.211	.002*
	Within Group	99.118	184	.539		
	Total	107.540	187			
General knowledge	Between Group	9.117	3	3.039	6.347	.000*
	Within Group	88.098	184	.479		
	Total	97.215	187			
Specification:hospitality	Between Group	37.075	3	12.358	12.219	.000*
	Within Group	183.106	184	.995		
	Total	220.182	187			
Specification: tourism	Between Group	21.361	3	7.120	12.997	.000*
	Within Group	103.419	184	.562		
	Total	124.780	187			
Ethic and morality	Between Group	3.850	3	1.283	3.184	.004*
	Within Group	74.172	184	.403		
	Total	78.022	187			

**Note:** \*  $p < .05$

Table 22 shows the One-Way-ANOVA result of the mean difference in overall employers' expectation and perception the skills and knowledge ethic and moral of vocational tourism and hospitality by type of hotel of the respondents. There was significant difference in the level .003; .002; and .025 in expectation and perception toward Professional demeanor, Congenial Nature, Helpful Attitude, Flexibility, General knowledge, Specification: Hospitality, Specification: Tourism, ethic and morality. Therefore, different type of hotel group viewed same level of overall expectation and perception toward vocational tourism and hospitality graduates. As a result, there was no significant difference in level of demographic with employers' expectation and perception toward vocational tourism and hospitality graduates among type of hotel group.

### Hypothesis 3

Hypothesis 3: there is a difference between expectations and perceptions of employers toward vocational tourism and hospitality graduates.

The result of t-test shows that there was no significant difference in expectation of employers toward vocational tourism and hospitality graduates.

T-test result of the mean different expectations and perceptions of vocational tourism and hospitality graduates by gender of the respondents were shown in Table 23.

**Table 23 Expectations and perceptions of employers by aspect**

Aspect	Employer expectation	$\bar{X}$	S.D.	t	Sig.
Professional demeanor	expectation	4.09	.595	8.269	.110
	perception	3.56	.719		
Congenial nature	expectation	4.37	.662	6.004	.000*
	perception	3.99	.785		
Helpful attitude	expectation	4.16	.620	7.658	.882
	perception	3.64	.805		

**Table 23 (Cont.)**

Aspect	Employer expectation	$\bar{X}$	S.D.	t	Sig.
Flexibility	expectation	4.16	.629	6.416	.144
	perception	3.72	.758		
General knowledge	expectation	4.01	.629	5.869	.239
	perception	3.62	.721		
Specification: hospitality	expectation	3.94	3.823	3.57	1.085
	perception	1.466	.000*		
Specification: tourism	expectation	4.21	.953	1.729	.085
	perception	4.18	.816		

**Note:** \*  $p < .05$

Table 23 shows the t-test result of the mean difference in expectations and perceptions of employer toward skills and knowledge of vocational tourism and hospitality graduates by aspect in Professional demeanor, Congenial Nature, Helpful Attitude, Flexibility, General knowledge, Specification: Hospitality, Specification: Tourism, ethic and morality. There was significant difference level .000 between expectations and perceptions by the same group of employers in 3-5 star hotel and tour agent in Thailand.

As a result, there was no significant difference in level .110; .882; .144; .239; and .085 in Professional demeanor, Congenial Nature, Helpful Attitude, Flexibility, General knowledge, Specification: Hospitality, Specification: Tourism, toward expectations and perceptions of employer.