

ห้องสมุดงานวิจัย สำนักงานคณะกรรมการวิจัยแห่งชาติ



E42174

**EMPLOYERS' EXPECTATIONS AND PERCEPTIONS OF VOCATIONAL
TOURISM AND HOSPITALITY GRADUATES**

JOONJILA PATTAMBAK

**A Thesis Submitted to the Graduate School of Naresuan University
in Partial Fulfillment of the Requirements
for the Master of Arts Degree
in International Hotel and Tourism Management
(International Program)**

May 2012

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This thesis entitled “Employer’s Expectations and Perceptions of Vocational Tourism and Hospitality Graduates” submitted by Joonjila Pattameak in partial fulfillment of the requirements for the Master of Arts Degree in International Hotel and Tourism Management is hereby approved.

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ABSTRACT

E 42174

The purpose of this study was to identify employers' expectations of vocational student graduates, to identify employers' perceptions of vocational tourism and hospitality student graduates, to prepare guidelines for curriculum development at the vocational level, and to construct the vocational tourism and hospitality curriculum to global career. The researcher used the quantitative method with a questionnaire survey as the instrument. The total sample in this study is 188 employers that were determined by purposive sampling from the hotels whose vocational students have been employees in Thailand. There were 4 parts to the questionnaires. A total of 72 questionnaires were administered by researcher and were assisted by employers who conducted the vocational students. The sample for this study was taken from employers, who were the managers of Human Resources, front desk clerks, housekeepers, room service and tour operators.

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 deviation. Finally, One Way ANOVA and paired mean t-test was used to analyze the variables to compare the difference between employers' expectation and employers' perception toward tourism and hospitality vocational student graduates.

The research findings highlighted that the employers' expectations toward vocational tourism and hospitality graduates were much in the professional demeanor

aspect—appear businesslike, and have a positive attitude toward the job and the hotel. However, the employers had low expectations in possessing maturity in judgment, and maintaining control and composure in different situations. The study also found that the employers' perceptions toward vocational tourism and hospitality graduates were agreed on congenial nature aspect in smiling readily, and flexibility aspect in team player. On the other hand, the employers' perceptions toward vocational tourism and hospitality graduates were disagree on professional demeanor in reporting to work on time, and maintaining control and composure in different situations.

LIST OF CONTENTS

Chapter	Page
I INTRODUCTION	1
Rational for the study	1
Problem statement	4
Research questions	5
Research objectives	5
Scopes of the study	6
Basic assumption	6
Significance of the study	7
Research hypothesis	8
Conceptual frameworks	8
Definition of terms	9
Conclusion	9
II LITERATURE REVIEW	11
Tourism and hospitality industry in Thailand	11
Vocational tourism and hospitality curriculum	21
Vocational tourism and hospitality performance of student	28
Employers' expectation and perception in hospitality.....	32
Related concepts and theories	35
III RESEARCH METHODOLOGY	40
Populations and sample size of the study	40
Research instrument	40
Data collection	42
Data analysis	43

LIST OF CONTENTS (CONT.)

Chapter	Page
IV RESULT	44
Response rate	44
Employers' expectations	48
Employers' perceptions	55
Hypothesis testing	64
V CONCLUSIONS	76
Summary of findings	76
Discussion of the findings	79
Recommendations	81
Limitation of the study	81
Future research	81
REFERENCES	82
APPENDIX	87
BIOGRAPHY	117

LIST OF TABLES

Table	Page
1 Response rate	44
2 Employers' demographic profile	45
3 Employers' demographic profile	47
4 Employers' expectation of skills categorized by item	48
5 Employers' expectation of skills categorized by aspect	50
6 Employers' expectation of tourism and hospitality knowledge by general knowledge	51
7 Employers' expectation of tourism and hospitality knowledge by specification: hospitality	52
8 Employers' expectation of tourism and hospitality knowledge by specification: tourism	54
9 Employers' expectation on tourism and hospitality knowledge categorized by aspect	55
10 Employers' perceptions of skill categorized by item	56
11 Employers' perceptions of skill categorized by aspect	57
12 Employers' perceptions of knowledge categorized by general knowledge	58
13 Employers' perceptions of knowledge categorized by specification: hospitality	60
14 Employers' perceptions of tourism and hospitality knowledge categorized by specification: tourism	61
15 Employers' perceptions of tourism and hospitality knowledge categorized by aspect	62
16 Employers' perceptions categorized by item	63
17 The t-test of gender	65
18 One-Way-ANOVA of age	66
19 One-Way-ANOVA of marital status	67

LIST OF TABLES (CONT.)

Table		Page
20	One-Way-ANOVA of worked experience	69
21	One-Way-ANOVA of educational institute	71
22	One-Way-ANOVA of type of hotel	73
23	Expectations and perceptions of employers by aspect	74

LIST OF FIGURES

Figure	Page
1 The conceptual model of the study	8
2 Projected international tourist arrivals in 2000 and 2010 A.D.	13
3 Forecasts of Thailand's international tourists	14
4 Department structure in the hotel and lodging industry	21