

## REFERENCES

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## **APPENDIX**

## APPENDIX A Survey Questionnaire



NARESUAN UNIVERSITY

Master of Arts in International Tourism and Hotel Management Program

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Survey Questionnaire

### **Employers' Expectations and Perceptions of Vocational Tourism and Hospitality Graduates**

As part of a study in the Master of Arts in International Tourism and Hotel management at Narasuan University, I am conducting a survey on employers' expectations and perceptions of tourism and hospitality vocational college graduates in Thailand. The outcome of this survey will enable the tourism and hospitality curriculum in vocational colleges in Thailand to be robust and appropriate for the industry. All data will be confidential and used only in this research. Your cooperation in completing this questionnaire will be greatly appreciated.

This survey has four sections. Please complete each One.

Mrs. Joonjila Pattameak  
Researcher

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#### **Part 1: Employers' Demographic Profiles**

Please circle only one answer for each question.

##### **1. Your gender**

1 male

2 female





Vocational College graduates' attributes	How do you expect?	How perceived are you?
17. works well with guests and hotel staff; team player	1 2 3 4 5	1 2 3 4 5
<b>Well groomed appearance</b>		
18. Dresses appropriate; meets property standards for ware and care of uniform	1 2 3 4 5	1 2 3 4 5

### Part 3. Employers' expectations and perceptions on Knowledge of Tourism and Hospitality

Please indicate your level of expectations of student knowledge of tourism and hospitality industry by circle only ONE number of each the following issues:

Least	=	1
Less	=	2
Moderate	=	3
Much	=	4
Most	=	5

Demonstrate Student knowledge of tourism and hospitality	How do you expect?	How perceived are you?
<b>General knowledge</b>		
1. Communicate using Thai, English and other languages in daily life and career	1 2 3 4 5	1 2 3 4 5
2. Develop oneself and society according to the principles of religions, human rights, culture and economics.	1 2 3 4 5	1 2 3 4 5
3. Develop oneself and career solve problems by using the scientific and processes mathematics.	1 2 3 4 5	1 2 3 4 5
4. Develop personality and health by using the process of health and physical education.	1 2 3 4 5	1 2 3 4 5
5. Use the computer package and information technology system to develop the business.	1 2 3 4 5	1 2 3 4 5
6. Plan for career in business by using quality management system and productivity in organizations.	1 2 3 4 5	1 2 3 4 5
7. Manage the environment, vocational hygiene, and security in organizations and community	1 2 3 4 5	1 2 3 4 5
8. Apply the basic business principle work and daily life.	1 2 3 4 5	1 2 3 4 5
9. exhibits cordial and pleasant customer approach	1 2 3 4 5	1 2 3 4 5
<b>Specification: Hospitality</b>		
10. Understand the principles and work processes of hotel front office, housekeeping, kitchen, and food & beverage services.	1 2 3 4 5	1 2 3 4 5
11. 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.	1 2 3 4 5	1 2 3 4 5
12. Promote good personality, spoken and written skills, and team working.	1 2 3 4 5	1 2 3 4 5
13. Be able to follow the advanced technology and to apply the knowledge to develop hotel work efficiently and modernly.	1 2 3 4 5	1 2 3 4 5
<b>Specification: Tourism</b>		
14. Prepare equipment and use service skills as guide assistant.	1 2 3 4 5	1 2 3 4 5
15. Understand the principles and processes of people offering services	1 2 3 4 5	1 2 3 4 5
16. Understand Thai arts & culture and culture of tourists.	1 2 3 4 5	1 2 3 4 5
17. Understand and have skills in the use of office equipment	1 2 3 4 5	1 2 3 4 5

Demonstrate Student knowledge of tourism and hospitality	How do you expect?	How perceived are you?
18. Promote skills in using foreign language for communication in service.	1 2 3 4 5	1 2 3 4 5
19. Co-ordinate other organizations related to tourism.	1 2 3 4 5	1 2 3 4 5
20. Organize tour schedules suitable for and in relation to the market needs.	1 2 3 4 5	1 2 3 4 5

#### Part 4. Employers' Perceptions on Vocational College graduates' ethic and morality

Please indicate your level to which you agree regarding the character of vocational student graduates by circle only **ONE** numbers of each the following issues:

Strongly Disagree	=	1
Disagree	=	2
Neutral	=	3
Agree	=	4
Strong Agree	=	5

Vocational College graduates' ethic and morality	How do you perceive vocational student attribute?
<b>Tourism and Hospitality' ethic and morality</b>	
1. Responsibilities	1 2 3 4 5
2. Honesty	1 2 3 4 5
3. Being loyal	1 2 3 4 5
4. Being trustworthy	1 2 3 4 5
5. Being positive thinking	1 2 3 4 5
6. Being fair	1 2 3 4 5
7. Having integrity	1 2 3 4 5
8. Caring about our employees and customer	1 2 3 4 5
9. Respect for human life	1 2 3 4 5
10. Self- control	1 2 3 4 5
11. Being treat all guest equally	1 2 3 4 5
12. Conscience	1 2 3 4 5
13. Adapts to change	1 2 3 4 5
14. Accepts criticism	1 2 3 4 5
15. Follows work routine	1 2 3 4 5
16. Helping other workers	1 2 3 4 5
17. Efficiency	1 2 3 4 5
18. Being punctual	1 2 3 4 5
19. Discipline	1 2 3 4 5
20. Polite	1 2 3 4 5
21. Clean	1 2 3 4 5
22. Harmonious	1 2 3 4 5
23. Diligence	1 2 3 4 5



มหาวิทยาลัยนเรศวร

หลักสูตรศิลปศาสตรมหาบัณฑิต สาขาการจัดการโรงแรมและการท่องเที่ยวนานาชาติ

แบบสอบถามเชิงสำรวจ

“ความคาดหวังและการรับรู้ของนายจ้างต่อนักศึกษาที่จบสาขาวิชาการโรงแรมและการท่องเที่ยว  
ของอาชีวศึกษาในประเทศไทย”

แบบสอบถามนี้เป็นส่วนหนึ่งของการทำวิทยานิพนธ์ระดับบัณฑิตศึกษา หลักสูตรศิลปศาสตรมหา  
บัณฑิต สาขาวิชาการจัดการโรงแรมและการท่องเที่ยวนานาชาติ มหาวิทยาลัยนเรศวร ซึ่งผู้วิจัยกำลัง  
ดำเนินการสำรวจ ความคาดหวังและการรับรู้ของนายจ้างต่อนักศึกษาที่จบสาขาวิชาการโรงแรมและการ  
ท่องเที่ยว ของอาชีวศึกษาในประเทศไทย ผลการสำรวจในครั้งนี้ จะช่วยพัฒนาหลักสูตรวิชาการโรง  
แรมและการท่องเที่ยวของอาชีวศึกษาและพัฒนาศักยภาพของพนักงานด้านบริการได้เป็นอย่างดี ข้อมูล  
ทั้งหมดในแบบสอบถามจะถูกเก็บเป็นความลับและถูกใช้ในงานวิจัยนี้เท่านั้น ในการนี้ ผู้วิจัย  
ขอขอบพระคุณเป็นอย่างสูงที่ท่านได้กรุณาให้ความร่วมมือเป็นอย่างดีในการตอบแบบสอบถาม

นางจุลจิตา ปัตตะเมฆ

ผู้วิจัย

### ส่วนที่ 1 ลักษณะทางประชากรศาสตร์ของผู้ตอบแบบสอบถาม

กรุณาเลือกตอบโดยกาเครื่องหมาย / ในวงเล็บ เพียง 1 ตัวเลือกในแต่ละข้อ

#### 1. เพศ

( )1 ชาย

( )2 หญิง

#### 2. สถานภาพ

( )1 โสด

( )2 แต่งงาน

( )3 หย่าร้าง

( )4 แยกกันอยู่

## 3. อายุ

- ( )1 น้อยกว่า 20 ปี                      ( )2 20-29 ปี  
 ( )3 30-39 ปี                              ( )4 40-49 ปี  
 ( )5 50-59 ปี                              ( )6 60 ปี ขึ้นไป

## 4. สัญชาติ

- ( )1 ไทย                                      ( )2 ไม่ใช่สัญชาติไทย (โปรดระบุ \_\_\_\_\_)

## 5. การศึกษาสูงสุด

- ( )1 มัธยมศึกษา                              ( )2 ปวช.  
 ( )3 ปวส.                                      ( )4ปริญญาตรี  
 ( )5 ปริญญาโท                              ( )6 อื่นๆ (โปรดระบุ \_\_\_\_\_)

## 6. สถาบันที่จบการศึกษา

- ( )1 มัธยมของเอกชน                      ( )2 มัธยมของรัฐบาล  
 ( )3 วิทยาลัยของเอกชน                      ( )4 วิทยาลัยของรัฐบาล  
 ( )5 มหาวิทยาลัยของเอกชน                      ( )6 มหาวิทยาลัยของรัฐบาล  
 ( )7 อื่นๆ (โปรดระบุ \_\_\_\_\_)

## 7. ประสบการณ์การด้านธุรกิจการโรงแรม หรือการท่องเที่ยว

- ( )1 1-3 ปี                                      ( )2 4-6 ปี  
 ( )3 7-9 ปี                                      ( )4 มากกว่า 10 ปี

## 8. ตำแหน่งงานปัจจุบัน

- ( )1 ผู้จัดการฝ่ายบุคคล                      ( )2 ผู้จัดการอาหารและเครื่องดื่ม  
 ( )3 ผู้จัดการพนักงานส่วนหน้า/ต้อนรับ                      ( )4 หัวหน้าแม่บ้าน  
 ( )5 หัวหน้ายานพาหนะ รถรับส่ง                      ( )6 ผู้จัดการทำเที่ยว  
 ( )7 อื่นๆ (โปรดระบุ \_\_\_\_\_)



15.เข้าใจและยอมรับฟังความคิดเห็นของผู้อื่น	1 2 3 4 5	1 2 3 4 5
16.ยินดีที่จะลงใช้วิธีใหม่ หรือนวัตกรรมใหม่	1 2 3 4 5	1 2 3 4 5
17. ทำงานได้ดีกับแขกผู้เข้าพักและพนักงานโรงแรม หรือทีมงาน	1 2 3 4 5	1 2 3 4 5
เสื้อผ้าและเครื่องแต่งกาย		
18.แต่งกายสวยงามเหมาะสมตามระเบียบมาตรฐานของโรงแรมทุกครั้ง	1 2 3 4 5	1 2 3 4 5

### ส่วนที่ 3 ความคาดหวังและการรับรู้ของนายจ้างด้านความรู้และความเข้าใจในงานอาชีพที่จบด้านการโรงแรม หรือการ ท่องเที่ยว

กรุณาระดับความรู้ ความสามารถด้านโรงแรมหรือการท่องเที่ยวของพนักงานตามความคาดหวังของท่าน  
โดยการวงกลมเลข 1-5 เพียง 1 หมายเลข

น้อยที่สุด	=	1
น้อย	=	2
ปานกลาง	=	3
มาก	=	4
มากที่สุด	=	5

ความรู้ ความสามารถด้านการโรงแรมหรือการท่องเที่ยวของผู้จบอาชีพศึกษาตามความ คาดหวัง	ความคาดหวัง (ก่อนทำงาน)	การรับรู้ (ทำงาน)
ความรู้ทั่วไปเกี่ยวกับโรงแรม หรือท่องเที่ยว		
1. คิดค้นสื่อสารโดยใช้ภาษาไทย ภาษาอังกฤษและภาษาอื่น ๆ ในชีวิตประจำวันและใน อาชีพ	1 2 3 4 5	1 2 3 4 5
2. พัฒนาตนเองให้เข้ากับสังคม ศาสนา สิทธิมนุษยชน วัฒนธรรมและเศรษฐกิจ	1 2 3 4 5	1 2 3 4 5
3. แก้ปัญหาโดยการ ใช้เหตุผล	1 2 3 4 5	1 2 3 4 5
4. พัฒนาบุคลิกภาพและสุขภาพตามทฤษฎีหลักการ โรงแรม	1 2 3 4 5	1 2 3 4 5
5. ใช้เครื่องคอมพิวเตอร์และระบบเทคโนโลยีสารสนเทศในการพัฒนา	1 2 3 4 5	1 2 3 4 5
6. มีแผนสำหรับการประกอบอาชีพในธุรกิจ โดยใช้ระบบการจัดการคุณภาพและผลผลิต ในองค์กร	1 2 3 4 5	1 2 3 4 5
7. การจัดการสภาพแวดล้อมที่ถูกต้องสุขลักษณะอาชีพและการรักษาความปลอดภัยใน องค์กรและชุมชน	1 2 3 4 5	1 2 3 4 5
8. นำความรู้ขั้นพื้นฐานปรับใช้ในงานและชีวิตประจำวัน	1 2 3 4 5	1 2 3 4 5
9. แสดงออกถึงความจริงใจ ช่วยเหลือลูกค้าด้วยความเป็นมิตร	1 2 3 4 5	1 2 3 4 5
ความรู้ด้าน การบริการ (ตอบเฉพาะงานโรงแรม)		
10. เข้าใจหลักการและกระบวนการทำงานของ โรงแรม	1 2 3 4 5	1 2 3 4 5
11. มีทักษะงานโรงแรมตรงตามงานที่รับผิดชอบ	1 2 3 4 5	1 2 3 4 5
12. มีบุคลิกภาพที่ดี มีทักษะการพูด การเขียนและการทำงานเป็นทีม	1 2 3 4 5	1 2 3 4 5
13. มีความสามารถทางเทคโนโลยีและการประยุกต์ใช้ความรู้เพื่อพัฒนางาน โรงแรม อย่างมีประสิทธิภาพและทันสมัย	1 2 3 4 5	1 2 3 4 5
ความรู้ด้านท่องเที่ยว (ตอบเฉพาะงานท่องเที่ยว)		
14. มีความรู้การจัดเตรียมอุปกรณ์และใช้ทักษะการให้บริการ	1 2 3 4 5	1 2 3 4 5
15. เข้าใจหลักการและกระบวนการของคนที่ได้รับบริการ	1 2 3 4 5	1 2 3 4 5
16. มีเข้าใจเกี่ยวกับศิลปะและวัฒนธรรมไทยและ วัฒนธรรมของนักท่องเที่ยว	1 2 3 4 5	1 2 3 4 5

ความรู้ความสามารถด้านการโรงแรมหรือการท่องเที่ยวของผู้บอชวีศึกษาดตามความ คาดหวัง	ความคาดหวัง (ก่อนทำงาน)	การรับรู้ (ทำงาน)
17.เข้าใจและมีทักษะในการใช้งานของอุปกรณ์สำนักงานเกี่ยวกับการท่องเที่ยว	1 2 3 4 5	1 2 3 4 5
18. มีทักษะในการใช้ภาษาต่างประเทศสำหรับการสื่อสาร	1 2 3 4 5	1 2 3 4 5
19. ประสานงานองค์กรอื่น ๆ ที่เกี่ยวข้องกับการท่องเที่ยว	1 2 3 4 5	1 2 3 4 5
20 จัดตารางการทัวร์ที่เหมาะสมเหมาะสมกับความต้องการของตลาด	1 2 3 4 5	1 2 3 4 5

#### ส่วนที่ 4 ความรับรู้ของนายจ้างต่อคุณธรรม จริยธรรมของผู้จบการโรงแรมและการท่องเที่ยว

กรุณาแสดงความคิดเห็นต่อรูปลักษณะของผู้บอชวีศึกษา ด้านการโรงแรมหรือการท่องเที่ยวตามทัศนคติของท่าน โดยการวงกลมเลข 1-5 เพียง 1 หมายเลข

น้อยที่สุด	=	1
น้อย	=	2
ปานกลาง	=	3
มาก	=	4
มากที่สุด	=	5

คุณธรรม จริยธรรมของผู้จบการโรงแรมและการท่องเที่ยว	ระดับความคิดเห็น
1.ความรับผิดชอบ	1 2 3 4 5
2.ความซื่อสัตย์	1 2 3 4 5
3.ความจงรักภักดีต่อองค์กร	1 2 3 4 5
4.ความน่าเชื่อถือ	1 2 3 4 5
5.ความคิดเชิงบวก	1 2 3 4 5
6.เป็นธรรม เสมอภาคในการบริการ	1 2 3 4 5
7. ความพอใจ พอเพียง	1 2 3 4 5
8. ปฏิบัติกับทุกคนด้วยความเสมอภาค	1 2 3 4 5
9. การเคารพในความเป็นมนุษย์	1 2 3 4 5
10.มั่นใจตนเอง	1 2 3 4 5
11. ปฏิบัติต่อลูกค้าด้วยความเสมอภาค	1 2 3 4 5
12. มีจิตสำนึกที่ดี	1 2 3 4 5
13.มีความสามารถในการปรับตัว	1 2 3 4 5
14.ยอมรับการวิจารณ์	1 2 3 4 5
15.ปฏิบัติจนประจักษ์วันได้	1 2 3 4 5
16.เสนอตัวช่วยเหลืองานผู้อื่น	1 2 3 4 5
17. มีประสิทธิภาพในการทำงาน	1 2 3 4 5
18. ตรงต่อเวลา	1 2 3 4 5
19. มีเหตุมีผล	1 2 3 4 5
20. สุภาพ	1 2 3 4 5
21. สะอาด	1 2 3 4 5
22. สม่ักดี	1 2 3 4 5
23. ขยัน	1 2 3 4 5



ขอขอบพระคุณในความร่วมมื่อของท่าน การให้ข้อมูลครั้งนี้เป็นประโยชน์อย่างยิ่ง

**APPENDIX B ASEAN Common Competency Standard for Tourism Professional Program Design and Regulations for Assistant Food and Beverage Manager, Assistant Food and Beverage Director, Restaurant Manager, Food and Beverage Outlet Manager**

**1. Course Title:** Diploma I of Food and Beverage Service (Supervision and Administration)

**2. Objectives**

2.1 To provide greater theoretical knowledge and specialized skills in Food and Beverage Service necessary for managerial works.

2.2 To provide sufficient knowledge and skills in Food and Beverage Service in effective planning, carrying out and evaluating work of self and/or team.

2.3 To encourage positive attitudes about work in hospitality industry.

**3. Course Description:**

The Diploma I of Food and Beverage Service Qualification (for Assistant Food and Beverage Manager, Assistant Food and Beverage Director, Restaurant Manager, Food and Beverage Outlet Manager) consists of competencies that person must achieve. Besides the competencies at the level of Certificate IV, he/she must also be able to develop protective environments for children in tourism destinations, manage and operate a coffee shop, development marketing strategy and coordinate sales activities, organize functions at a hotel or restaurant, develop and implement a business plan or campaign. As well as plan and establish systems and procedures, prepare and monitor operational budgets, prepare routine financial statements and monitor catering revenue and costs. It also includes read and write English at an advanced level.

This level of competencies is higher than The Food and Beverage Service Certificate IV. A candidate who wants to undertake this course has to achieve The Food and Beverage Service Certificate IV units of qualification as the pre-requisite. The program covers 17 units of common competency, 18 units of functional competency-Function I and 44 units of functional competency-Function II and totaling 79 units of competency. Some of which (49 out of 79 units) are the same as those for Food and Beverage Service Certificate IV

**4. No. of Competencies / Nominal Training Time: (Note: unit = unit of competency)**

Common Core Competency	17 units
Functional Competency	62 units
Function I	18 units
Function II	44 units

Total 79 units (approximate time = 665 hours: six months beyond the Certificate IV course). This level of qualification is a six month course

**5. Program Structure**

The Units of Competency comprising this qualification include the following:

**5.1 Common Core**

No.	Code	Competencies	Note
1.	HRS.1.01*	Access and retrieve computer-based data	C.4
2.	HRS.1.02	Apply standard safety procedures for handling foodstuffs	C.2
3.	HRS.1.03	Clean and maintain kitchen equipment and utensils	C.3
4.	HRS.1.04*	Communicate on the telephone	C.2
5.	HRS.1.05*	Comply with workplace hygiene procedures	C.2
5.	HRS.1.06*	Develop and update local knowledge	C.2
7.	HRS.1.07*	Implement occupational health and safety procedures	C.2
8.	HRS.1.08*	Maintain hospitality industry knowledge	C.2
9.	HRS.1.09	Manage and resolve conflict situations	C.3
10.	HRS.1.11*	Perform clerical procedures	C.2
11.	HRS.1.12*	Perform basic First Aid procedures	C.2
12.	HRS.1.13*	Promote products and services to customers	C.2
13.	HRS.1.15*	Receive and resolve customer complaints	C.2
14.	HRS.1.18*	Work effectively with colleagues and customers	C.2
15.	HRS.1.19*	Work in a socially diverse environment	C.2
16.	HRS.1.20*	Perform child protection duties relevant to the tourism industry	C.2
17.	HRS.1.21*	Develop protective environments for children in tourism destinations	DIP.I

Note: \* ASEAN Recommended (Core & Generic Competency)

C.2, C.3, C.4 = Same as the Competency for Food and Beverage Service Certificate as defined by number

DIP.I = Additional Competency for Diploma I of Food and Beverage Service

## 5.2 Functional Competencies – Hospitality

### 5.2.1 Food and Beverage Service

No.	Code	Competencies	Note
1.	HBS.5.01#	Clean and tidy beverage and food service areas	C.2
2.	HBS.5.02*	Develop and maintain food & beverage product knowledge	C.2
3.	HBS.5.03#	Manage responsible service of alcohol	C.3
4.	HBS.5.04#	Operate a bar facility	C.2
5.	HBS.5.05#	Operate a cellar system	C.2
6.	HBS.5.06#	Prepare and serve cocktails	C.2
7.	HBS.5.07#	Prepare and serve non-alcoholic beverages	C.2
8.	HBS.5.08#	Process liquor sales at a bar facility	C.2
9.	HBS.5.09*	Provide a link between kitchen and service area	C.2
10.	HBS.5.10#	Provide advice to patrons on food and beverage service	C.2
11.	HBS.5.11#	Provide gueridon service	C.3
12.	HBS.5.12*	Provide food and beverage services	C.2
13.	HBS.5.13#	Provide room service	C.2
14.	HBS.5.14#	Provide silver service	C.4
15.	HBS.5.15#	Serve a range of wine products	C.4
16.	HBS.5.16#	Take food orders and provide table service	C.2
17.	HBS.5.17#	Manage intoxicated persons	C.3

Note: \* ASEAN Recommended (Core & Generic Competency)

# ASEAN Recommended (Functional Competency)

C.2 = Same as the Competency for Food and Beverage Service Certificate II Qualification

C.3 = Same as the Competency for Food and Beverage Service Certificate III Qualification

C.4 = Same as the Competency for Food and Beverage Service Certificate IV Qualification

### 5.2.2 Patisserie

No.	Code	Competencies	Note
1.	HPA.4.01#	Manage and operate a coffee shop	DIP.I

## 5.3 Functional Competencies – General

### 5.3.1 Customer Service, Sales and Marketing

No.	Code	Competencies	Note
1.	HCS.6.01#	Development a marketing strategy and coordinate sales activities	DIP.I
2.	HCS.6.02#	Establish and maintain a business relationship	C.4
3.	HCS.6.03#	Maintain quality customer/guest service	C.3
4.	HCS.6.04#	Organize functions	DIP.I
5.	HCS.6.05#	Develop and implement a business plan	DIP.I

### 5.3.2 General Administration

No.	Code	Competencies	Note
1.	HGE.7.02	Gather and present product information	DIP.I
2.	HGE.7.04	Manage and implement small projects	DIP.I
3.	HGE.7.07	Plan and establish systems and procedures	DIP.I
4.	HGE.7.08	Plan, manage and conduct meetings	DIP.I
5.	HGE.7.11*	Receive and store stock	C.2

Note: \* ASEAN Recommended (Core & Generic Competency)

# ASEAN Recommended (Functional Competency)

C.2, C.3, C.4 = Same as the Competency for Food and Beverage Service Certificate as defined number

DIP.I = Additional Competency for Diploma I of Food and Beverage Service

### 5.3.3 Financial Administration

No.	Code	Competencies	Note
1.	HFI.8.02	Maintain financial standards and records	C.3
2.	HFI.8.03#	Manage financial performance within a budget	C.4
3.	HFI.8.05#	Prepare and monitor budgets	DIP.I
4.	HFI.8.06#	Prepare financial statements	DIP.I
5.	HFI.8.07*	Process a financial sale transaction	C.2
6.	HFI.8.08#	Process transactions for purchase of goods or services	C.2
7.	HFI.8.09#	Monitor catering revenue and costs	DIP.I

### 5.3.4 Human Resource Development

No.	Code	Competencies	Note
1.	HRD.9.01#	Coach others in job skills	C.4
2.	HRD.9.02#	Plan, conduct and evaluate a staff performance assessment	DIP.I
3.	HRD.9.09#	Monitor and evaluate the effectiveness of training outcomes	DIP.I
4.	HRD.9.11#	Plan and implement a series of training events	DIP.I

**Note:** \* ASEAN Recommended (Core & Generic Competency)

# ASEAN Recommended (Functional Competency)

C.2 = Same as the Competency for Food and Beverage Service Certificate II Qualification

C.3 = Same as the Competency for Food and Beverage Service Certificate III Qualification

C.4 = Same as the Competency for Food and Beverage Service Certificate IV Qualification

DIP.I = Additional Competency for Diploma I of Food and Beverage Service

### 5.3.5 Management and Leadership

No.	Code	Competencies	Note
1.	HML.10.02#	Establish and maintain a safe and secure workplace	C.4
2.	HML.10.03#	Lead and manage people	DIP.I
3.	HML.10.05#	Manage legal requirements for business compliance	DIP.I
4.	HML.10.06#	Manage physical assets and infrastructure	DIP.I

5.	HML.10.08#	Manage special events	DIP.I
6.	HML.10.09#	Manage stock purchases and inventory	DIP.I
7.	HML.10.10#	Manage the use of human resources	DIP.I
8.	HML.10.11#	Manage workplace diversity	DIP.I
9.	HML.10.12#	Manage workplace operations	C.4
10.	HML.10.13#	Monitor staff performance	C.4
11.	HML.10.15#	Recruit and select staff	DIP.I
12.	HML.10.16#	Roster staff	C.4

Note: \* ASEAN Recommended (Core & Generic Competency)

# ASEAN Recommended (Functional Competency)

C.2 = Same as the Competency for Food and Beverage Service Certificate II Qualification

C.3 = Same as the Competency for Food and Beverage Service Certificate III Qualification

C.4 = Same as the Competency for Food and Beverage Service Certificate IV  
Qualification

DIP.I = Additional Competency for Diploma I of Food and Beverage Service

### 5.3.6 English Language Proficiencies

No.	Code	Competencies	Note
1.	LAN.10.01*	Converse in English at a basic operational level	C.2
2.	LAN.10.02	Respond to instructions given in English	C.2
3.	LAN.10.03	Start conversations and develop good relations with guests	C.2
4.	LAN.10.04*	Communicate in English on a telephone	C.3
5.	LAN.10.05#	Use oral English to convey a complex exchange of ideas	C.4
6.	LAN.10.06	Deliver a short oral presentation in English	DIP.I
7.	LAN.10.07#	Read and write English at an advanced level	DIP.I
8.	LAN.10.08*	Read and interpret basic instructions, directions and/or diagrams	C.2
9.	LAN.10.09	Read general information texts or media	DIP.I
10.	LAN.10.10	Write a short message in English	C.4
11.	LAN.10.11	Prepare a business letter in advanced English	DIP.I

Note: \* ASEAN Recommended (Core & Generic Competency)

# ASEAN Recommended (Functional Competency)

C.2 = Same as the Competency for Food and Beverage Service Certificate II Qualification

C.3 = Same as the Competency for Food and Beverage Service Certificate III Qualification

C.4 = Same as the Competency for Food and Beverage Service Certificate IV Qualification

DIP.I = Additional Competency for Diploma I of Food and Beverage Service

## **6. Trainee Entry Requirements**

Trainees or students wishing to gain entry into this course should possess the following requirement.

- 6.1 Can effectively communicate both in oral and written form
- 6.2 Physical and mentally fit
- 6.3 With good moral character
- 6.4 Hold a high school certificate endorsed by the government
- 6.5 Approved by the Screening Committee

## **7. Recognition for Prior Learning (RPL)**

In order to assist those with experience but no formal qualifications to have the experiences formally recognized. A testing system is set up for each unit whereby test instruments, techniques and procedures are designed to assess the candidate's qualification. A person who passes the test is considered to be qualified for the particular unit.

## **8. Unit/Credit Transfer**

Trainees/students with existing qualification for any unit such as those transfers from other programs will be accredited for the particular unit(s).

A person who has certified from this program (and meets entry requirements for Diploma of Food and Beverage Service) is able to pursue his/her Diploma of Food and Beverage Service whereby all units previously trained within the scope of Food and Beverage Service Certificate IV program will be waived.

**9. Class Attendance**

Trainees/students are required to attend a class for not less than 80 percent of the total training time for each unit. If the attendance is less than 80 percent, the trainee will be unqualified for the final examination and has to retrain for the particular unit.

## **APPENDIX C Program Design and Regulations for Assistant Front Office Manager**

**1. Course Title: Front Office Diploma I** (For Assistant Front Office Manager, Telephone Manager)

### **2. Objectives**

2.1 To provide greater theoretical knowledge and specialized skills in Front Office necessary for managerial works.

2.2 To provide sufficient knowledge and skills in Front Office Operations in effective planning carrying out and evaluating work of self and/or team.

2.3 To encourage positive attitudes about work in hospitality industry.

### **3. Course Description:**

The Front Office Certificate Diploma qualification (For Assistant Front Office Manager, Telephone Manager) consists of competencies that a person must achieve. Besides the competencies at the level of Certificate IV, he/she must also be able to conduct a night audit, coordinate a marketing strategy and activities receive and securely store incoming goods as well as maintain financial standards and records prepare and deliver training sessions management workplace diversity and maintain quality guest service. It also includes competencies in communication in English at a level higher than that for Certification qualification. This level of the competency is the supervisor level which is higher than the Front Office Certificate IV. A candidate who wants to undertake this course has to achieve the Front Office Certificate IV units of qualification as the pre-requisite.

The program covers 14 units of common competencies, 14 units of functional competency I and 34 units of functional competency II, totaling 60 units of competency. Some of which (43 or 44 out of 60 units) are the same as those for Front Office Certificate II Qualification (For Bellboy, Porter, Doorman), Front Office Certificate III Qualification (For Receptionist or Telephone Operator) and Front Office Certificate IV Qualification (For Chief Receptionist or Chief Telephone Operator)

**4. No. of Competencies / Nominal Training Time: (Note: unit = unit of competency)**

Common Core	14 units
Functional	46 units
Hospitality	13 units
General	33 units
Total	60 units                      600 hrs., 6 months course
Supervised Field Training	400 hrs.

**5. Program Structure**

The Units of Competency comprising the Front Office Diploma qualification include the following:

**5.1 Common Core\***

No.	Code	Competencies	Nominal Training Time (hrs.)	Note
1.	HOT 1.01	Work effectively with colleagues and customers *		C2
2.	HOT 1.02	Work in a socially diverse environment *		C2
3.	HOT 1.03	Implement occupational health and safety procedures		C2
4.	HOT 1.04	Comply with workplace hygiene procedures		C2
5.	HOT 1.05	Perform clerical procedures *		C2
6.	HOT 1.06	Access and retrieve computer-based data *		C2
7.	HOT 1.07	Communicate on the telephone *		C2
8.	HOT 1.08	Maintain hospitality industry knowledge *		C2
9.	HOT 1.09	Develop and update tourism industry knowledge		C2
10.	HOT 1.10	Promote hospitality products and services to customers *		C2
11.	HOT 1.11	Manage and resolve conflict situations		C2
12.	HOT 1.12	Perform basic First Aid procedures *		C2
13.	HOT 1.13	Perform child protection duties to the tourism industry *		C2
14.	HOT 1.14	Develop protective environments for children in tourism		C2

\* ASEAN Recommended

C2 = Same as the Competency for Front Office Certificate II Qualification

## 5.2 Functional Competencies I

### 5.2.1 Hotel Front Office

No.	Code	Competencies	Nominal Training Time (hrs.)	Note
1.	HFO 2.01	Receive and process reservations		C3
2.	HFO 2.02	Operate a computerized reservation system		C3
3.	HFO 2.03	Provide accommodation reception services		C3
4.	HFO 2.05	Process a financial sale transaction		C3
5.	HFO 2.06	Conduct a night audit		C4
6.	HFO 2.11	Provide information about in-house services		C2

### 5.2.2 Security Services

No.	Code	Competencies	Nominal Training Time (hrs.)	Note
1.	HSS 4.01	Establish and maintain a safe and secure workplace * #		C2
2.	HSS 4.02	Maintain the security of premises and property		C3
3.	HSS 4.03	Operate basic security equipment		C3
4.	HSS 4.04	Maintain the safety of premises and personnel		C2
5.	HSS 4.05	Observe and monitor people		C2
6.	HSS 4.06	Provide for the safety of VIPs		C3
7.	HSS 4.07	Manage intoxicated persons		D1

\* ASEAN Recommended

\*# ASEAN Recommended (Functional Competency)

C2 = Same as the Competency for Front Office Certificate II Qualification

C3 = additional Competency for Front Office Certificate III Qualification

D1 = additional Competency for Front Office Diploma I Qualification

### 5.3 Functional Competencies II

#### 5.3.1 Customer Service, Sales and Marketing

No.	Code	Competencies	Nominal Training Time (hrs.)	Note
1.	HSM 5.03	Coordinate a marketing strategy and activities		C4
2.	HSM 5.04	Develop and update local knowledge *		C2
3.	HSM 5.06	Establish and maintain a business relationship		D1

#### 5.3.2 General Administration

No.	Code	Competencies	Nominal Training Time (hrs.)	Note
1.	HGA 6.01	Plan and establish systems and procedures		D1
2.	HGA 6.02	Work cooperatively in a general administration environment		C3
3.	HGA 6.03	Maintain a paper-based filing and retrieval system		C3
4.	HGA 6.04	Gather and present product information		D1
5.	HGA 6.07	Produce documents, reports and worksheets on a computer		C4
6.	HGA 6.12	Use common business tools and technology *		C2

#### 5.3.3 Financial Administration

No.	Code	Competencies	Nominal Training Time (hrs.)	Note
1.	HFA 7.01	Process a financial sale transaction		D1
2.	HFA 7.03	Maintain financial standards and records		D1
3.	HFA 7.04	Prepare routine financial statements		D1

\* ASEAN Recommended

\*# ASEAN Recommended (Functional Competency)

C2 = Same as the Competency for Front Office Certificate II Qualification

C3 = additional Competency for Front Office Certificate III Qualification

D1 = additional Competency for Front Office Diploma I Qualification

### 5.3.4 Human Resource Development

No.	Code	Competencies	Nominal Training Time (hrs.)	Note
1.	HHR 8.02	Monitor staff performance		C4
2.	HHR 8.06	Coach others in job skills		C4
3.	HHR 8.07	Prepare and deliver training sessions		D1
4.	HHR 8.08	Implement, monitor and evaluate a training and development program		D1
5.	HHR 8.09	Plan and implement a series of training events		D1

### 5.3.5 Resource Management

No.	Code	Competencies	Nominal Training Time (hrs.)	Note
1.	HRM 9.01	Manage the effective use of human resources		D1
2.	HRM 9.02	Management workplace diversity		D1
3.	HRM 9.03	Manage workplace operations		D1
4.	HRM 9.06	Maintain quality customer/guest services		C4
5.	HRM 9.09	Roster staff		C4
6.	HRM 9.15	Manage and maintain workplace relations		D1

### 5.3.6 English Language Proficiencies

No.	Code	Competencies	Nominal Training Time	Note
1.	LAN 10.01	Converse in English at a basic operational level *		C2
2.	LAN 10.02	Respond effectively to instructions given in English		C2
3.	LAN 10.03	Conversations and develop good relations with guests		C3
4.	LAN 10.04	Communicate effectively in English on a telephone		C3
5.	LAN 10.05	Use oral English to convey a complex exchange of ideas		C4
6.	LAN 10.06	Deliver a short oral presentation in English		D1
7.	LAN 10.07	Read and write English at an advanced level		D1
8.	LAN 10.08	Read and Interpret basic directions and/or diagrams		C2
9.	LAN 10.09	Read general information texts or media		C4
10.	LAN 10.10	Write a short message in English		C3

### 5.4 Supervised Field Training (SFT)

The trainee who are already hold a Front Office Certificate II, III and IV are required to complete an additional Supervised Field training of 400 hrs.

### 6. Trainee Entry Requirements

Trainees or students wishing to gain entry into this course should posses the following requirement.

- 6.1 Can effectively communicate both in oral and written form
- 6.2 Physical and mentally fit
- 6.3 With good moral character
- 6.4 Hold a high school certificate endorsed by the government
- 6.5 Approved by the Screening Committee

### 7. Recognition for Prior Learning (RPL)

In order to assist those with experience but no formal qualifications to have the experiences formally recognized. A testing system is set up for each unit whereby test instruments, techniques and procedures are designed to access the candidate's qualification. A person who passes the test is considered to be qualified for the particular unit.

**8. Unit/Credit Transfer**

Trainees/students with existing qualification for any unit such as those transfers from other programs will be accredited for the particular unit(s)

A person who has certified from this program (and meets entry requirements for Front Office Diploma I) is able to pursue his/her Front Office Diploma I whereby all units preciously trained within the scope of Front Office Certificate II, III and IV program will be waived.

**9. Class Attendance**

Trainees/students are required to attend a class for not less than 80 percent of the total training time for each unit. If the attendance is less than 80 percent, the trainee will be unqualified for the final examination and has to retrain for the particular unit

## APPENDIX D Program Design and Regulations for Bell Boy, Porter, Doorman

### 1. Course Title : Front Office Certificate II (For Bell Boy, Porter, Doorman)

### 2. Objectives

2.1 To provide operational knowledge and skills in Front Office at the fundamental level.

2.2 To provide basic, limited routine practical skills in Front Office Operations in a defined context.

2.3 To encourage positive attitudes about work in hospitality industry.

### 3. Course Description:

The Front Office Certificate II qualification (For Bell Boy, Porter, Doorman) consists of competencies that a person must achieve in greeting guests, opening the door, moving guest luggage, delivery the messages to the guest rooms, paging the guest, etc. in the establishment as well as providing general support service for the guest within the front of the house areas of the establishment. It also includes competencies in occupational health and safety, communication in English and hotel services.

The program covers 14 units of common core competencies, 5 units of functional competency I and 5 units of functional competency II, totaling 24 units of competency

### 4. No. of Competencies / Nominal Training Time: *(Note: unit = unit of competency)*

Common Core	14 units	
Functional	10 units	
Functional I	5 units	
Functional II	5 units	
Total	24 units	600 hrs., 6 months course
Supervised Field Training		400 hrs.

## 5. Program Structure

The Units of Competency comprising this qualification include the following

### 5.1 Common Core

No.	Code	Competencies
1.	HOT 1.01	Work effectively with colleagues and customers *
2.	HOT 1.02	Work in a socially diverse environment *
3.	HOT 1.03	Implement occupational health and safety procedures *
4.	HOT 1.04	Comply with workplace hygiene procedures
5.	HOT 1.05	Perform clerical procedures *
6.	HOT 1.06	Access and retrieve computer-based data *
7.	HOT 1.07	Communicate on the telephone *
8.	HOT 1.08	Maintain hospitality industry knowledge *
9.	HOT 1.09	Develop and update tourism industry knowledge
10.	HOT 1.10	Promote hospitality products and services to customers *
11.	HOT 1.11	Manage and resolve conflict situations
12.	HOT 1.12	Perform basic First Aid procedures *
13.	HOT 1.13	Perform child protection duties relevant to the tourism industry *
14.	HOT 1.14	Develop protective environments for children in tourism destinations

\* ASEAN Recommended (Core & Generic Competency)

## 5.2 Functional Competencies I

### 5.2.1 Hotel Front Office

No.	Code	Competencies
1.	HFO 2.07	Provide Bellboy / Porter services
2.	HFO 2.11	Provide information about in-house services

## 5.2.2 Security Services

No.	Code	Competencies
1.	HSS 4.01	Establish and maintain a safe and secure workplace * #
2.	HSS 4.04	Maintain the safety of premises and personnel
3.	HSS 4.05	Observe and monitor people

\* ASEAN Recommended

\*# ASEAN Recommended (Functional Competency)

## 5.3 Functional Competencies II

### 5.3.1 Customer Service, Sales and Marketing

No.	Code	Competencies
1.	HSM 5.04	Develop and update local knowledge *

### 5.3.2 General Administration

No.	Code	Competencies
1.	HGA 6.12	Use common business tools and technology *

### 5.3.3 English Language Proficiencies

No.	Code	Competencies
1.	LAN 10.01	Converse in English at a basic operational level *
2.	LAN 10.02	Respond effectively to instructions given in English
3.	LAN 10.08	Read and interpret basic directions and/or diagrams

\* ASEAN Recommended

#### **5.4 Supervised Field Training (SFT)**

The trainee who has no experience in the workplace has to complete the supervised field training in an industry workplace for a minimum of 400 hrs.

#### **6. Trainee Entry Requirements**

Trainees or students wishing to gain entry into this course should possess the following requirement.

- 6.1 Can effectively communicate both in oral and written form
- 6.2 Physical and mentally fit
- 6.3 With good moral character
- 6.4 Hold a high school certificate endorsed by the government
- 6.5 Approved by the Screening Committee

#### **7. Recognition for Prior Learning (RPL)**

In order to assist those with experience but no formal qualifications to have the experiences formally recognized, a testing system is set up for each unit whereby test instruments, techniques and procedures are designed to assess the candidate's qualification. A person who passes the test is considered to be qualified for the particular unit.

#### **8. Unit/Credit Transfer**

Trainees/students with existing qualification for any unit such as those transfers from other programs will be accredited for the particular unit(s).

A person who has certified from this program (and meets entry requirements for Front Office Certificate III) is able to pursue his/her Front Office Certificate III whereby all units previously trained within the scope of Front Office II program will be waived.

#### **9. Class Attendance**

Trainees/students are required to attend a class for not less than 80 percent of the total training time for each unit. If the attendance is less than 80 percent, the trainee will be unqualified for the final examination and has to retrain for the particular unit.

## **BIOGRAPHY**



## BIOGRAPHY

**Name – Surname** Joonjila Pattameak

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1990 B.A. (English) Mahasarakham Teacher College,  
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