

ABSTRACT

Title of Research Paper : The Youth's Opinions on the Ninth Training Program on Thai Tourism
Conservation for the Youth Leader

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The study was aimed at (1) finding out the youth's opinions on the training program on Thai tourism conservation for the youth leader, (2) to point out the factors related to their opinions on this matter, and (3) to use the research results as information to improve the curriculum and management of the program, including revising the program contents.

The frame work of the study was composed of the independent variables, i.e., sex, age, father's or mother's or parent's occupation, father's or mother's or parent's income, membership of the conservation, club or group at school, access to information about the training program, and knowledge and understanding about ecotourism and tourist industry. The dependent variable was the youth's opinion the appropriateness of the following aspects of the program: contents, training techniques, facilities and length of training time.

A questionnaire was employed to collect the data from 154 youths attending the Ninth Training on Thai Tourism Conservation for the Youth Leaders. Frequency, percentage, mean, standard deviation, t-test, F-test and correlation were used for data analysis.

The findings were summed up as follows :

1. The youth were found to be satisfied with the training program at a very high level ($\bar{X}=4.28$). When each aspect of the program was considered, all of them found to be satisfying at a very high level: facilities ($\bar{X}=4.66$), training techniques ($\bar{X}=4.52$) and length of training time ($\bar{X}=4.44$). Furthermore, program contents and curriculum were found to be satisfying at a high level ($\bar{X}=3.43$).

2. The factor significantly related to the youth's opinions was the level of understanding about tourist industry. This factor had a positive relationship with their opinions. On the contrary, sex, age, occupation, father's or mother's or parent's salary, membership of the conservation club or group at school, access to information about program and the understanding of ecotourism were found to have no relationship with the youth's opinion on the training program.

Recommendations

1. The Tourism Authority of Thailand (TAT) should revise the program design so that the youth can learn more about ecotourism and tourist industry through field activities and study tours. The youth should be provided with an opportunity to participate in workshops, which will enable them to apply their knowledge and experience to real-life situations.

2. Both public and private agencies should be urged to participate more widely in tourism promotion for the youth.

3. The Ministry of Education should revise school curricula in a way that, study tours will play a role in developing the learning process of students at all levels.