

Varanchalee Sumitpaibul 2014: Perception and Competency for Tourism Business Preparation AEC Framework, Bang-Saen Chon Buri Province. Master of Education (Business Education Administration), Major Field: Business Education Administration, Department of Vocational Education. Thesis Advisor: Assistant Professor Nongluck Manowaluilou, Ph.D. 160 pages.

This research focused on the “Perception and Readiness Competency for Tourism Business Preparation using AEC Framework, Bang-Saen Beach, Chon Buri Province”. The objectives of the study were 1) to study the readiness of the tourist services followed the AEC framework of the business entrepreneurs at Bang-Saen Beach, Chon Buri Province 2) to study the competency of business entrepreneurs at Bang-Saen Beach, Chon Buri Province towards free trade tourist service and 3) to study the perception on the free trade tourist service of the 378 business entrepreneurs at Bang-Saen, Beach Chon Buri Province based on the purposive sampling. The sampling method was the questionnaire survey. The analysis included frequency, percentage, mean, and standard deviation.

The samples were females that mostly older than 46 years old with education lower than bachelor’s degree. Mostly, these business entrepreneurs were venders with income between 30,001-50,000 Baht. Most of the business entrepreneurs of Bang-Saen Beach, Chon Buri province received the ASEAN Framework agreement on tourism information from mass media, which was newspapers ($\bar{X} = 4.05$). The business entrepreneurs indicated that the major effect on tourist at of Bang-Saen Beach, Chon Buri province from the Asean Economics Community (AEC) was international languages ($\bar{X} = 3.49$). The competency of the business entrepreneurs of Bang-Saen Beach, Chon Buri province agreed that the international investment would effect the free trade tourist service the most ($\bar{X} = 2.81$).

Student’s signature

Thesis Advisor’s signature