

The purpose of this independent study was to study desired characteristics of training students by travel agencies in Muang District, Chiang Mai Province. The data were collected by using questionnaires completed by 150 travel agencies. The data analysis by statistics such as frequency, percentages and mean, was analyzed by SPSS Programme ( Statistical Package for the Social Sciences Programme). The results of the study were as follows:

Most travel agencies have operated for 1-5 years and have run domestic and inbound tour businesses. They have 1-5 staff in their offices and most of them had sight-seeing tour service.

Desired characteristics of training students by the travel agencies that the most important one was the attitude characteristic. The next ones in the rank were the habit and knowledge and skill characteristics, respectively. The details of these characteristics were as follows :

For the attitude characteristic aspect, most travel agencies requires training students to have service mind as the priority. The next were serving other people as their priorities and proudness in working in tourism field, respectively.

In the habit characteristic, most travel agencies required honesty and reliability of the training students. The next ones were having responsibilities, enthusiasm, ability to solve the immediate problems, friendliness with bosses, colleagues and tourists, having good manners in Thai styles eg. courteousness, politeness, modesty etc. , patientness, self-motivation and

self-improvement, and ability to be familiar with tourists, colleagues and working environment, respectively.

For the knowledge and skill characteristic, the one that the travel agencies required most was good English conversation skill of training students. The following ones were the ability to communicate information to tourists and knowledge about tourism sites that are historical, economic, social and political importance, respectively.