

**Evaluation of Business Administration Majoring in Tourism Diploma level
of Rajamangala Institute of Technology**

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Abstracts

This research intends to evaluate the suitability and validity of 1993 Curriculum of Business Administration for Diploma Tourism program by the use of CIPP model. The subjects are 28 executives, 25 teachers, 196 second-year students, 50 graduated students and 83 employers. The information obtained are analyzed and interpreted by the SPSS-PC program for the percentage, average and standard deviation. The study shows the executives and the teachers agree that the structure and the content of the curriculum is less suitable than what the students thought. They also found the teachers' qualifications most suitable but the students' qualifications, teaching materials and learning environment are not suitable. However, the students found every point mentioned suitable. The executives considered the teaching and learning process is less suitable whereas the teachers and the students found it most suitable. The employers have high expectation for the characteristics of the graduates especially on moral, professional aptitude and foreign language ability.