

Yuwanda Unasri 2012: Participants' Opinion on the Thai Identity Training Course in the Professional Tourist Guide Association of Thailand under the Professional Field Seeding Project in Bangkok. Master of Education (Business Education), Major Field: Business Education, Department of Vocational Education. Thesis Advisor: Mrs. Methinee Wongwanich Rumpagaporn, Ed.D. 121 pages.

The purpose of this research was to study Participants' Opinion on the Thai Identity Training Course in the Professional Tourist Guide Association of Thailand under the Professional Field Seeding Project in Bangkok. The current study was surveyed in five aspects, including 1) application of fundamental knowledge of the curriculum, 2) application of specialized knowledge of the curriculum, 3) Language and computer skills and abilities, 4) Ethics and behavior, and 5) Characteristics. The research populations were 294 staffs guide the participants on the Thai Identity Training Course in the Professional Tourist Guide Association of Thailand under the Professional Field Seeding Project in Bangkok. The collecting data instrument was questionnaire that were returned 294 questionnaires (approximately 100 % of research population). The data were analyzed by Frequency, Percentage, Mean and Standard Deviation.

The research results were demonstrated that most staff guide the participants on the Thai Identity Training Course in the Professional Tourist Guide Association of Thailand under the Professional Field Seeding Project in Bangkok rated the opinion of the course at 'high' level in overall results and five aspect results from the 5 point rating scales; highest, high, moderate, low, and lowest.

---

Student's signature

---

Thesis Advisor's signature