

ด้านความร่วมมือของสถานประกอบการ และแนวทางการพัฒนาด้านผู้เรียน ซึ่งรายละเอียดแต่ละแนวทางสามารถนำไปเป็นแนวทางในการพัฒนาหลักสูตรและบริหารจัดการการศึกษาที่มีประสิทธิภาพได้ในส่วนของอาชีวศึกษาได้ต่อไป

Abstract

Head of Project Paveenkorn Panklad
Email panklad@hotmail.com
Duration 1 July 2016 – 31 August 2017

The objectives of this research were 1) to study the professional skills of tourism and service personnel in Krabi and Phang Nga provinces 2) to study the readiness of vocational institutions to develop their professional skills in tourism and service areas, and 3) to establish guidelines for the development of professional skills of tourism and service.

The approach of this research was a mixed methods of the qualitative and quantitative research. It synthesizes the professional skills indicators of tourism and services personnel under the Mutual Recognition Arrangements (MRA) framework. It involves collecting primary and secondary data and interviewing 15 Human Resource Managers and Heads of Human Resource Departments as well as 15 managers of travel agencies in Phuket, Krabi and Phang Nga provinces for competencies needed.

The quantitative data on the readiness of vocational institutions to develop the professional skills of tourism and services personnel was collected from 718 respondents who were teachers, administrators and alumni of vocational institutions. Furthermore, the research collects qualitative data from 30 experts in the academic field and experienced travel and services staffs by using in-depth interviews and focus groups.

The research finding indicates that professional skills of hotel program comprise 4 departments: Reception, Housekeeping, Food and Food & Beverage with 23 positions. Professional skills of tourism program comprise 2 departments: Travel Management and Tourism Management with 9 positions. Each department has its own hierarchy of professional skills that the administrators need depending on the nature and performance of the jobs.

The finding of the readiness of vocational institutions towards the professional skills development of tourism and services personnel shows that the level of overall academic readiness is very high, the level of cooperation with the establishment is very high and the level of overall students' readiness is high.

The developmental approach of professional skills of tourism and services personnel in vocational institutions in Krabi and Phang Nga provinces is in four main areas : 1) Teacher Development Guidelines 2) Academic Development Guidelines 3) Cooperation of Establishment Development Guidelines and 4) Learner Development Guidelines. Each of the guideline can be used as a guideline for curriculum development and effective management of education in vocational institutions.