STUDY OF THE NEEDS OF BUSINESS TOURISM OPERATORS TOWARDS TO THE GRADUATE COURSE OF TOURISM

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Abstract - Study of the needs of business tourism operators towards to the graduate course of tourism. The objective is to study the needs of business tourism operators with graduate course of tourism, and to bring the education to improve the course Tourism Industry and Hospitality Management. This study is qualitative research**.**

This study collected data from a random population sample interview entrepreneurial business trip in Bangkok 20.Using the query and present data analysis, by using statistics data analysis using the method of frequency distribution. Mean, standard deviation, and percentage. Discussed and presented using descriptive statistics.

The study is found that business tourism operators with the requirements per the graduate course of tourism in various styles Including the characteristics features of knowledge, ability and moral ethics. The attitude and human relations. In relation to others. The Bachelor of Arts Tourism Industry and Hospitality Management of the Suan Sunandha Rajabhat University. Will lead a review of the tour operator business development to meet the needs of enterprises in tourism.

Index Terms - Needs, Tour Operators, Graduated, Courses in Tourism.

I. INTRODUCTION

In the business world today, has developed rapidly be performed under competitive conditions and high technology development efforts in every way to gain an advantage in a competitive world.The industry needs talented personnel. Expertise To enhance competitiveness in the long term. So, look forward into the world of business to be successful, you must try to develop a desirable characteristic.The properties of the "person" that organizations or enterprises need at least to qualify as a "good guy", "talent" and ". Scrap. " [1]

Currently, the University is one institution to bear the social expectations of the pillars of human resources quality. Especially in an era when the world was changing rapidly. [2]Higher education institutions considered as intellectual resources and the importance of the country, to respond to the needs of local and country. Thus, higher education institutions are social institutions with a role in the development of the country, causing a strong social wisdom. And learning virtueThe system of educational management, economic development is the continuous development. Including people self development to enter the competition in the labor market. Make schools are improving care. Develop the course all the time.[3]

The university is required to know how to meet the expectations of the graduates. Each year there are many new graduates to apply for work in various establishments. The establishments that have the right to accept or reject the new graduates were working in their establishments. The establishment provides students would be expected that new graduates would qualify as close to the desirable characteristics in such establishments. [4]

There are more than half of the country's public universities. The new graduates coming out each year more than three hundred thousand people. and more than half the number of graduates coming out to meet the crisis. The graduate unemployment has taken place every year, The main cause may come from several factors, including economic conditions, opting for a salary too high,but in the meantime, agencies and enterprises. Despite the demand for new personnel is constantly having problems, but could not get into graduate work, or if it has been. I often come across problems with performance. [5]

The data from the Tourism Council of Thailand said, the people working in the tourism industry of Thailand. Including related businesses such as hotels, food and beverage, business services, business tourism. Business souvenirs and ongoing business of more than 4 million people are divided into direct employment to 2.5 million people and indirect employment for 2 million people, which is still small compared to the money that is poured into the country. The revenue generated by the business during the tour of Thailand accounted for 8% of GDP, or 1 trillion baht, shows that we still have growth opportunities in the tourism sector that is how we can develop the skills to enter the workforce Thailand tourism has increased. [6]

Tourism Industry and Hospitality Management of the SuanSunandhaRajabhat University is another institution that offered the tour with students interested in learning more. And most of the work to coincide with the school staff, such as business tourism. An assistant guide for tour guides, tour leader in business aviation services in the hotel business, tourism. The business Center Conference Or in other professional jobs, such as sales staff the reception desk ground communications jobs in business services. The operators of tours and hotel-sized enterprises that working in government agencies that have a role in overseeing outreach planning and tourism development as an academic field of tourism. That senior travel planners or developers in the tourism

sector and so on.[7] In which part of the establishment they expect from graduates that will be able to bring knowledge and be able to consult the study applied in practical work. Without one came to help entrepreneurs start a new count, which would be a waste of time, waste, energy resources, as well as the ability to feel.

This research aims to study the features. The needs of the business tour to the graduates of tourism courses to students who complete the new work. The results were used to develop teaching and preparing students in order to obtain information that is useful for planning education and the production of college graduates to be effective as well as to understand the needs of tour operators on the properties of their knowledge and ability requirements.

II. DETAILS EXPERIMENTAL

This study is a study of the needs of business tourism operators towards the graduate course of tourism. Defining the research methodology utilized in this process, qualitative research methods. Research and survey methods of collecting data with a query without having to design the structure of the questions that can be used in the interview, semi-structured interview form or style guide, sample engagement answered questions from the interview and to provide a variety of information in different dimensions and facts in practice.

Population and sample is collected data from interviews, questionnaire research samples the clump around the tourist business in Bangkok, the 20.

Procedures or guidelines to collect data to be used in this research. Collect data from a sample of interviews. The data analysis data analysis and results are summarized into five parts.

Part 1 is the private information of the analysis respondents categorized by the basic information of the respondents include gender, age, marital status, educational level, the period of time in the business. The revenue of business per month, which is expressed as the number of the average percent.

Part 2 is to analysis the opinions of operators in regard to the need to select an employee must complete a course of tourism, which is expressed as the number of the average percent.

Part 3 is to analyze the opinions of the operator in the operator's requirements toward a desirable feature of the graduates. Divided into 1:4.2. knowledge, qualification, abilities 3. ethical. 4. attitude and interpersonal aspects, which analyzed the data displayed is the average and standard deviation.

Part 4 is a data analysis qualitative research opinions of entrepreneurs in courses that suit the needs of business tourism entrepreneurs.

Part 5 is to analyze the opinions of entrepreneurs in the content should be more to learn.

III. RESULTS

In a research study the needs of business tourism operators towards the graduate course of tourism research qualitative research, which has a summary follows.

The first analysis of quantitative data. The research was carried out to analyze the data. Of respondents (Demographics), including an analysis of the respondents including gender, age, marital status, educational level. Time in business Revenue of the month. The results of the analysis are expressed as a percent of average. Found that the owner, operator and travel agency in Bangkok 20. Most females were 12 to 60 percent, between the ages of 30-39 years of 8 percent, to 40 are single, most of 9 percent to 45, most education diploma 15 people. 75 percent of the time in the business most businesses over 5 years up to 11 percent of the income of 55 per month. 50,000-100,000 baht and 200,000 baht over the same number of 7 to 35 percent.

Part 2 the results of data analysis, quantitative research is to analyze the Enterpreneurs ' ideas about the need to get the staff course, tourism, which is expressed as the number of average percent found that most entrepreneurs have an opinion that there is no need to finish the course of tourism. Number of hotels: 13 65%

Part 3 the results of data analysis, qualitative research is to analyze the opinions of the operator in the operator's requirements toward a desirable feature of the graduates. Where the results of analysis of the data will be shown as the average value and standard deviation are divided into 4 areas as follows.

The 1on properties of graduate entrepreneurs need. The standard of the expectation of the graduates). Results showed that graduates can speak a foreign language. Influencing graduates at the highest level. Because the language is considered as an important factor of working the late tourism because there must be communicating with. Foreign tourists who travel in Thailand.

The 2knowledge ability of graduates that entrepreneurs need. The standard of the expectation of the graduates, it is found that the service mind (Service mind) affecting the use of the. With very best because is a key component of the service. People working in service to service the customers mind baby service work fully, and show out customers. See the attention towards the customer.

The 3ethics of technology entrepreneurs need. The standard of the expectation of the graduates). Found that having honesty and providing accurate information affecting the use of the the same as The fundamental ethics at work in a travel agency or tour guide and or work in other services such as The same.

The 4 attitude. Collective bargaining of graduates and entrepreneurs need. The standard of the expectation of the graduates). The responsibility for the job. Influencing graduates at the highest level. Because that

is what should be considered first. To do his duty to achieve the goal. The attitude is the main every enterprise importance, especially the foreign companies by considering from the view on the self. Views one organization. The environment that includes positive attitude will have a positive effect on the public.

Part 4 The results of qualitative research. The opinions of entrepreneurs in the course curriculum to suit the needs of business, tour operators, travel agencies. Find the courses that students learn about business tourism. To influence factor in choosing the most graduates. It is over the course learning about medical tourism. Over the course learning about the seminar and over the course learning about the aviation business.

Part 5 analysis of qualitative research information about the operator's opinion on the subject, the content should be more to learn. It found that most of the good garages, but wants more educational institutions in regard to the problem-solving capability. Creativity, manual, coupled with the use of technology. Using a computer program that is useful in including language skills abroad.

DISCUSSION

The study research on the educational needs of tour operators on the graduates of tourism courses. A qualitative research from the interviews. The results of the research into account and compared with the concept. Theory and research related the discussions were as follows:

The study found that of households in need of operators with the characteristics of graduates desirable is divided into four areas: 1. Features 2. competent. 3. Conduct and 4. Attitude and interpersonal. This is consistent with the research of(2011)Study of Component analysis of the needs of entrepreneurs towards the Bachelor of Science. The research found that the elements of the entrepreneurial needs of science consists of 6 elements, by priority include: leadership workshop on ethical aspects and the interpersonal side, information technology management, knowledge and basic skills and the ethics. [8]And is also consistent with the research of Jiratchaya Ngamkham(2013)Study of personnel capability factors influencing entrepreneur's decision making for graduate students of Accounting Department, the Faculty of Management Sciences By satisfaction level of respondents are against morality, ethical issues of graduate attributes with honesty the most level by an average 4.71 wherein the sacrifice for the benefit of the included on many levels by an average 4.33, and the issue has responsibility, punctuality is on many levels by an average 4.21. And is also consistent with the research of Suwana Silaparat(2008) Study of the needs of entrepreneurs. In the establishment of the public sector students. The study found that the needs of entrepreneurs towards student internships and public administration disciplines 3 sides is required, the average level was much morality, ethics and professional ethics regarding operating with honesty and integrity. Having responsibility and obligation with intention and attention to work seriously and continuously.[9]

In addition, Krittayathanuworapat (2012) Also researchof Preferable Qualifications of the English for Communication Graduates, Faculty of Social Sciences and Liberal Arts. North-Chiang Mai UniversityResearch the features of English graduate disciplines to communicate desirable both for 5 students, establishments are not practical, there are 7 different findings follows this group includes establishments side needs it most often include ethics at 4.57 average is the average cognitive skills 4.46 and third is the knowledge that the average 4.39 in addition to relations between individuals and the responsibilities, skills analysis of the numbers. Communications and information technology has an average 4.29 and 4.05, respectively.[10]

The results of qualitative research. The opinions of entrepreneurs in the course curriculum to suit the needs of tour operators. Found that the course curriculum for business trips. Students who have attended the course will learn how to influence and guide entrepreneurs to opt for a graduate course in the highest. Consistent with the research of[11]NatchaThumrongchot (2012) study of Problems and Obstacles in Admission to Cooperative Education The concept of establishment: case study of the Faculty of Business Administration ,Rajamangala University of Technology PhraNakhon.Discussed issues of training, cooperative education student is found. Schools will be analyzed to improve the content of courses, both theoretical and practical, in keeping with its practice in the workplace. 5[11]

CONCLUSIONS

The results of the study the educational needs of tour operators on the graduates of tourism courses. found that operators are demanding graduates with a variety of features. The major The features of accounting at the Pittsburg where they are competent. The work ethic And attitudes Interpersonal skills to work, that is all they are all important. The graduates will find a job and the needs of the entrepreneur should be prepared taking into account features such as four sides as much as possible. To advantage. Therefore, Tourism Industry and Hospitality Mangement, SuanSunandhaRajabhat Universityis required to control the quality of the learning and teaching material covered in the course, preferably with the improvement of teaching and learning that can develop graduates to meet the needs of enterprises, including preparing the students. well qualified Knowledgeable in Professional ethics work Attitude and good relationship among colleagues. China to solve the problem Building initiative The

ability to use technology Computer programs that benefit Including the use of foreign language skills. This is what entrepreneurs expect that. This will enable operators to use Graduate immediately without wasting time in training to learn. This will enable operators to offer a good value. Is satisfied that it has hired the graduates.

So, apart from the content, course operators to provide additional comments above, the course or the course should focus on the actual performance during the course. Training solutions in place. Find a way for students to use creativity in the classroom. Subjects in the students learned from the collaboration of the parties involved to work by train students to meet the situation is different. Diverse Protection solutions, often for immunity to work. This gives students the basic functionality that supports strong mentally unstable situation that will occur during the work effectively. This will be a strong point highlights of the tour operators as well as this research is accomplished smoothly by the support in information from the The population and samples used in this study

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