

ABSTRACT

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Key Words: STUDENT'S PERCEPTION, TRAVEL INDUSTRY MANAGEMENT PROGRAM.

Name: THITIMA CHAWLA

Thesis Title: A STUDY OF THE STUDENT'S PERCEPTION TOWARDS THE TRAVEL INDUSTRY MANAGEMENT PROGRAM IN MAHIDOL UNIVERSITY INTERNATIONAL COLLEGE IN THAILAND

Thesis Advisor: DR. WIPA MHUNPIEW

This research was conducted to explore the student's perception of the travel industry management program in Mahidol University International College. The intention of this research is to explore the student's perception towards travel industry management program in Mahidol University International College. The sample of this study includes the students taking the travel industry management program at Mahidol University International College. The information required from the sample group are their perspectives on students perception on Management provided for Travel Industry Program at Mahidol University International College and students perception on Curriculum for Travel Industry Program at Mahidol University International College.

The method used for retrieving the required information from the sample group using questionnaire surveys. 210 questionnaires were handed out to the students from all level of education in travel industry management program at Mahidol University International College in the academic year 2010-2011 in the third semester (April – July). The results were analyzed by using SPSS.

Conclusively, the result of the study indicates that students agree on average that the perception on management provided for travel industry program for Mahidol University International College is well recognized, attract high caliber, scholarship

program is of high standards, teachers are fully qualified and experienced, teachers provide appropriate visual aids, advisors are helpful, library is fully equipped, books used are in accordance with international standards, software used is up to date and the uniforms used for internship program are appropriate. There is a difference on students' perception on curriculum for the travel industry management program at Mahidol University International College the results indicated that students agree on average that the perception on curriculum provided for travel industry program for Mahidol University International College is properly planned, up to date with current issues, up to international standards, subjects are of the real world situation, field works are relevant, exchange program and criteria for enrolling is appropriate, assessment methods and course work are adequate, period of study is satisfactory, and the number of students in a class are appropriate for teachers and students.

This research will also help the learners to better understand what this course will open up their futures to. They will have a clearer view of what kind of career path they are heading towards. Finally, this thesis's finality will allow further conducting of researches, as there will be a lot of information provided for the future researchers to help them understand the student's perception of travel industry management program. The research includes more than one theory, it is therefore necessary for the future researchers to observe the information provided on the perception theories. The development of the course is critically important, as it effects the development of graduates produced. On a long term basis, if the course is followed through well, the graduates will be able to make positive astonishing changes to the society.

Field of Study: Curriculum and Instruction

Graduate School of Education

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Student's signature.....
Advisor's signature