

Title Factors Affecting the Individual Decision Making to Study at Faculty of
Tourism and Hotel Management, Mahasarakham University

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Abstract

The purposes of this study were 1) to study factors affecting the decision-making in choosing the Bachelor's Degree in the Faculty of Tourism and Hotel Management, Mahasarakham University and 2) to compare factors affecting the decision of choosing to study at the Faculty of Tourism and Hotel Management, clarified by individual characteristics with the different characteristics such as; gender, ages, average grade point, Parents' occupation, family average monthly income, and university admission system. This research was Quantitative Research. A questionnaire was used as a research instrument to collect data from 413 first-year students, using a quota sampling method. Data analysis was used to describe statistics; frequency, percentage, mean, standard deviation, and using further analysis into statistical by t-test and Anova.

The research findings were as follows: 1) In considering each aspect from the top 3 , the Academic Staffs factor was the first highest ranking ($\bar{x} = 4.40$), followed by Curriculum and studying plans ($\bar{x} = 4.15$), and the Faculty's Image ($\bar{x} = 4.14$), respectively. Regarding the Academic Staffs factor, it was found that reliable faculty lecturers ($\bar{x} = 4.57$) were in the highest ranking. The highest score of the academic curriculum and studying plan factor was the quality of a curriculum ($\bar{x} = 4.31$). According to the Faculty' image, the lecturers' knowledge and expertise in the professional field of tourism and hospitality ($\bar{x} = 4.59$) were in the highest ranking. 2) The comparison of factors affecting the decision to study at the Faculty of Tourism and Hotel Management was classified by individual characteristics; the first-year students with different genders emphasize vary in the public relations factor, the first- year students with different average grade point emphasize vary in image factors, the first-year students with different university admission system emphasize vary in image factor, location factor, public relations factor and curriculum and study plan factor.

As the results, the Faculty should communicate to the students in terms of the quality of the faculty's courses according to academic curriculums, qualified lecturers with knowledge and professional expertise, including getting an internship in a well-known enterprise. These factors can make students to have more confident in the programme and to enhance the good image of the Faculty of Tourism and Hotel Management.

Keywords: Decision making, Study, The Faculty of Tourism and Hotel Management