

Title The Supplier’s Satisfaction toward the Tourism Management Trainee Students, the faculty of Tourism and Hotel Management, Mahasarakham University

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Abstract

This research is survey research. The aims of the research were to explore the supplier’s satisfaction of Tourism Management students’ trainees from the Faculty of Tourism and Hotel Management, Mahasarakham University as viewed by entrepreneurs, and to identify the guidelines to develop the desirable characteristics of Tourism Management students’ trainees regarding to seven learning outcomes: 1) Knowledge, competence and professional skills; 2) Ethics and Moral skills; 3) Cognitive skills; 4) Interpersonal skills and responsibilities; 5) Numerical analysis, communication and information technology skills; 6) Personal development and 7) Attitude towards the entrepreneurs. A questionnaire was used as a research instrument to collect data from 146 entrepreneurs. Data analysis was used to describe descriptive statistics, frequency, percentage, average and standard deviation.

The research findings were as follows: a majority of the respondents were from the private sector accounting for 52.74%, followed by the government service which accounted for 37.67% and the state enterprises 9.59%, respectively. The entrepreneurs’ satisfactions toward trainees on overall component were at the highest level. The Ethics and Moral ($\bar{X} = 4.51$) was the first ranking in satisfactions, followed by Interpersonal skills and responsibilities ($\bar{X} = 4.48$), and Attitude towards the entrepreneurs ($\bar{X} = 4.35$), respectively. However, Knowledge, competence and professional skills gained the lowest satisfaction level ($\bar{X} = 3.86$). The entrepreneurs viewed that the trainees working with honesty was at the highest level ($\bar{X} = 4.73$) and English or foreign languages of the trainees was at lowest level ($\bar{X} = 3.49$) When focusing on each factor, English or foreign languages in tourism careers are important. Therefore, the students need to be improved before getting internship and working in the future. English or foreign language is very important for a career.

Keywords: Supplier’s Satisfaction, Trainees, Tourism Management Students