

Research Title	Perceptions and Expectations of Stakeholders to the Internship Program for Bachelor of Arts in Hotel Business Program Suan Dusit University
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The purposes of this study were: 1) to examine the stakeholders' perceptions and expectations to the Internship program for Bachelor of Arts in hotel business program 2) to compare stakeholders' perceptions and expectations to the Internship program for bachelor of arts in hotel business program 3) to examine the individual factors of the stakeholders' perceptions and expectations to the Internship program for Bachelor of Arts in hotel business program. The quantitative data were consisted of 104 students at the Bachelor of Arts in Hotel Business Program and 104 parents. The qualitative data were collected through interviews with 20 hotel collaborative consultant, 10 hotel collaborative staff and 34 hotel entrepreneurs. The instrument used in the study was a questionnaire and interviews. Data were analyzed using statistics in frequency, percentage, mean, standard deviation, t-test and hypotheses tested by paired-samples test. Data from the interviews were classified into categories and concluded using descriptive analysis.

The findings were as follows:

1) Most of students were female, as 86 for 67.5%, in age more than 19 years-old were 93 about 89.42 % and most of internship were housekeeping, as 68 for 65.38%.

Most of parents were female, as 73 for 70.19, in age between 40-50 were 63 about 60.58%, most parents' education were bachelor degree, as 48 for 46.15% and most parents' career were self-employed, as 51 for 49.04%

2) Overall of students' perceptions and expectations to the Internship program showed that perceptions were highest, as numerical analysis communication and information skill, morality and ethics skill, personality skill, knowledge skill, cognitive skill and interpersonal skill. Expectations were highest, as personality skill, morality and ethics skill, cognitive skill, numerical analysis communication and information skill, knowledge skill and interpersonal skill.

Overall of parents' perceptions and expectations to the Internship program showed that perceptions were highest, as morality and ethics skill, numerical analysis communication and information skill, personality skill, knowledge skill, cognitive skill and interpersonal skill. Expectations were highest, as morality and ethics skill, cognitive skill, interpersonal skill, knowledge skill, numerical analysis communication and information skill and personality skill.

3) Comparative test results of students' perceptions and expectations, classified by sex, age and department showed that different sex age and department were showed different perceptions and expectations. Differences were statistically significant at 0.5 which is the perceptions found in the morality and ethics skill and numerical analysis communication and information skill and the expectations found in the morality and ethics skill. Apart from these there were no differences.

4) Development guidelines for internship project were as follows:

Morality and ethics skill were conform to hotel rules, diligence, patience, and work well with others.

Knowledge skill were consume a modern knowledgeable, improvement their ability to develop their work, improve professional skills and attitude of service.

Cognitive skill were decent communication skills in Thai, English and other languages correctly, creative and the ability to solve problems effectively.

Interpersonal skill were work well with others, responsible for the work completed effectively, tolerate the pressure of work due to customer service colleagues and agencies.

Numerical analysis communication and information skill were use technology to communicate and work, ability to use office equipment effectively.

Personality skill were a good attitude towards the service, decent physical and mental health, confidence in yourself, challenge to express, willing to serve, compassion for others and control their own emotions.