CHAPTER 4

FINDINGS

4.1 Introduction

The 194 questionnaires were sent by mail to all universities and institutes in Thailand from the 26th to 28th February 2004. The questionnaires should return back within 15th March 2004, but the researcher still waiting until 30th April 2004. Only 106 questionnaires were replied. Later, from 25th April 2004 – 12th May 2004, the researcher continued to used telephone interviewing and fax to the rest universities/institutes. In the end of May 2004, total responding in terms of number of questionnaire returned was 142 questionnaires or about 73.20 per cent. The result from questionnaire surveying was 59 universities/institutes offered Baccalaureate and Graduate Degrees in Tourism and Hospitality in 2003 and 11 universities/institutes are going to offer the program within the year 2006. However, the researcher had analyzed secondary data (source: Thai Tourism Research, the Ministry of Education, and Thailand Research Fund (TRF)). They showed that there are another 19 universities/institutes already offered hospitality/tourism, and 2 universities are going to offer the programs within the year 2006 (please see more detail in appendix 1). It can be assumed that the rest 31(194-142-19-2) universities/institutes do not offer hospitality/tourism program.

4.2 The Findings

The conclusion from questionnaires survey and from secondary data (source: Thai Tourism Research, the Ministry of Education, and Thailand Research Fund (TRF)) are presented as follow:

4.2.1 Universities / Institutes offering Bachelor Degree in Hospitality and Tourism program during 2003-2006

Table 4.2.1 Types of Universities / Institutes Offering Hospitality and Tourism during 2003-2006

Types of University/Institute	2003	2004	2005	2006
Public University	15	15	17	17
Private University	17	17	17	17
Rajabhat University	33	35	35	35
Rajamangala Institute of Technology	11	13	13	14
Private Educational Institute/College	1	4	5	5
Total	**77**	**84**	**87**	**88**

By the year 2003, there are 77 universities/institutes offered hospitality/tourism programs in bachelor degree. 33 institutes or 42.86 per cent offered by Rajabhat Universities, private university accounted for 17 or 22.08 per cent, followed by public university at 15 or 19.47 per cent and the rest are Rajamangala Institute of Technology (11 or 14.29 per cent) and private college (1 or 1.30 per cent). Within the year 2006, another 2 public universities, 2 Rajabhat Universities, 3 Rajamangala Institute of Technology, and 4 private educational institutes/colleges are going to offer hospitality/tourism program. Total hospitality/tourism program until the year 2006 are 88 universities/institutes.

4.2.2 Universities / Institutes Offering Master Degree and above in Hospitality and Tourism during 2003-2006

Table 4.2.2 Types of Universities / Institutes Offering Mater Degree in Hospitality and Tourism during 2003-2006

Types of University/Institute	2003	2004	2005
Public University	6	7	8
Private University	2	2	2
Total	**8**	**9**	**10**

In 2003, there are 8 universities offered hospitality/tourism programs in master degree (6 public universities or 75.00 per cent, and 2 private universities or 25.00 per cent). Within the year 2005, another 2 public are going to offer hospitality/tourism program.

4.2.3 Summary of Bachelor Degree, and Master Degree are to be offered during 2003-2006

Table 4.2.3   Types of University / Institute Offering Hospitality and Tourism during 2003-2006

Types of University/Institute	2003	2004	2005	2006
Public University	17	18	21	21
Private University	17	17	17	17
Rajabhat University	33	35	35	35
Rajamangala Institute of Technology	11	13	13	14
Private Educational Institute/College	1	4	5	5
Total	**79**	**87**	**91**	**92**

Up to year 2006, there will be 21 public universities, or 22.83 per cent, 17 private universities, or 18.48 per cent, 35 Rajabhat Universities, or 38.04 per cent, 14 Rajamangala Institutes of Technology, or 15.22 per cent, and 5 private educational institutes/colleges, or 5.43 per cent, offering Hospitality/Tourism in bachelor and master degree. Therefore, there are 92 Universities, Institutes all together. Beside those 92 Universities, Institutes, 88 of them offer Bachelor Degree and 10 of them offer Master and Doctoral Degree.

Note: The number of universities/institutions in this table is not equal to table 4.2.1 plus 4.2.2 because some universities/institutions offered both bachelor degree and above bachelor degree, it counted only one.

4.2.4 Names of Degree offering during 2003-2006

Table 4.2.4   Degree Offering by Universities / Institutes in Hospitality and Tourism during 2003-2006

Degree	2003	2004	2005	2006
B.A.	67	73	76	77
B.B.A	21	22	22	22
M.A.	4	4	5	5
M.B.A.	2	3	3	3
Other	3	3	3	3
Total	**97**	**105**	**109**	**110**

In year 2003, there were 97 programs in hospitality/tourism field of study. There were 67 B.A. programs, or 69.07 per cent, and were planned to offer 10 programs up to 2006. 21 B.B.A. programs were offered in 2003 and was planned to offer 1 program in 2004. 4 M.A. programs were offered in 2003 and were planned to offer 1 program in 2005. M.B.A. program was offered in 2 institutes in 2003 and planned to have 1 in 2004. And the rest 3 programs in 2003 were 1 Ph.D. program at Silpakorn University, 1 Ph.D. program at Chulalongkorn University and 1 B.Sc. program at Dhurakij Pundit University.

Table 4.2.4.1 B.A. Degree Offering by Universities / Institutes in
Hospitality and Tourism during 2003-2006

Types of University/Institute	2003	2004	2005	2006
Public University	14	15	17	17
Private University	11	11	11	11
Rajabhat University	33	35	35	35
Rajamangala Institute of Technology	9	11	11	12
Private Educational Institute/College	0	1	2	2
Total	**67**	**73**	**76**	**77**

There were 67 B.A. programs offered in 2003. in terms of institution, B.A. were offered by 33 Rajabhat Universities (49.25 per cent), 14 public universities (20.90 per cent), 11 private universities (16.42 per cent) and 9 Rajamangala Institutes of Technology (13.43 per cent).   Up to year 2006, there were another 10 B.A. programs will offered, most of program will offer in the year 2004. Total programs of B.A. in hospitality/tourism until the year 2006 are 77 programs.

Table 4.2.1.2 B.B.A. Degree Offering by Universities / Institutes in Hospitality and Tourism during 2003-2006

Types of University/Institute	2003	2004	2005	2006
Public University	6	6	6	6
Private University	9	9	9	9
Rajamangala Institute of Technology	2	2	2	2
Private Educational Institute/College	4	5	5	5
Total	**21**	**22**	**22**	**22**

In 2003, 21 B.B.A programs were offered: 9 (42.86 per cent) by private university, 6 (28.57 per cent) by public university, 2 (9.52 per cent) by Rajamangala Institute of Technology and the rest 4 (19.05 per cent) by Private Educational Institute/College. Only one was planned to offer in 2004.

Table 4.2.4.3 M.A. Degree Offering by Universities / Institutes in Hospitality and Tourism during 2003-2006

Types of University/Institute	2003	2004	2005	2006
Public University	3	3	4	4
Private University	1	1	1	1
Total	**4**	**4**	**5**	**5**

There were 4 programs offer in M.A. degree in hospitality/tourism in 2003. 3 Public university, or 75.00 per cent offered most of them, another one program was offered by private university. One program was planned to offer in 2005 by public university.

Table 4.2.4.4 M.B.A. Degree Offering by Universities / Institutes in Hospitality and Tourism during 2003-2006

Types of University/Institute	2003	2004	2005	2006
Public University	1	2	2	2
Private University	1	1	1	1
Total	**2**	**3**	**3**	**3**

Only 2 M.B.A were offered in 2003, each one by public and private universities. There is 1 program planned to offer in 2004.

4.2.5 Summary of Certificates and Degrees Offering in Hospitality and Tourism during 2003-2006

Table 4.2.5 Summary of Certificates and Degrees Offering in Hospitality and Tourism during 2003-2006

Certificate	2003	2004-2006
Two years Certificate	3	3
Four year Certificate	5	5
Advance Certificate	14	16
Graduate Certificate	1	1
Bachelor Degree Certificate	89	100
Master Degree Certificate	6	8
Doctoral Degree Certificate	2	2
Total	**120**	**135**

4.2.6   Student Statistics in 2003

Table 4.2.6   Student Figures of the Hospitality and Tourism Degrees in 2003

Characteristics	2003
Number of yearly entrants	6,279
Number of male student	1,507
Number of female student	4,772
Proportion of male to female student	0.24/0.76
Number of yearly graduation	4,155
Total number of graduation up to 2003	23,117

* The number is based on 63 institutes

In 2003, the total input of the students into the programs were 6,279 with maximum number of 1,000 students at Suan Dusit Rajabhat University and minimum number of 12 students at Rajamangala Institute of Technology.   The proportion of male to female student was at 0.24/0.76.   The number of graduated students in 2003 were 4,155 which equivalent to 66.17 per cent of input students of that year.   Total number of graduated students accumulated to 2003 was 23,117.

Table 4.3.1 indicated that 33 Rajabhat Universities offered the major of Tourism Industries.   Public and private universities mostly offered Hospitality/Tourism Management programs.   The other major, Hospitality, Tourism, Hospitality and Tourism, Service Industries, and others (Tourism Development (1) and Food Business (1)) were offered by private and public universities/institutes.

Note for table 4.3.4

In summary,

In 2003, there were 97 hospitalities/tourism programs offered in Thailand. The members of Rajabhat University mainly paid attention to Bachelor of Art in Tourism Industries, 33 universities (34.02 per cent of total programs).

The management-approached programs at bachelor degree were 31 (31.96 per cent) in the form of 'Bachelor of Business Administration' (B.B.A.) 14 programs, 'Bachelor of Art' (B.A.) 12 programs. At a 'Master of Art' (M.A.) 3 programs and 2 programs as a 'Master of Business Administration' (M.B.A.).

15 programs, majoring in Tourism, were offered as a Bachelor of Arts 12 program and a Bachelor of Business Administration, 3 programs.

The rest of the programs were offered at different concentration as follow: 6 programs in Hospitality and Tourism, B.A. (3), B.B.A. (2), and B.A. & B.Sc. (1); 3 programs in Hospitality, B.A. 3 programs in Service Industries, B.A. (1) and B.B.A. (2); other 5 programs, B.A. (Tourism Development), B.A. (Food Business), M.A. (Eco-Tourism Management, one Ph.D. program in Cultural Tourism Management and one Ph.D. program in Cultural Heritage Management)

4.3   Types of Major of Study at Bachelor Degree and Offering Universities / Institutes in 2003 at Bachelor Degree

Table 4.3.1   Relationship between Universities / Institutes and Majoring in Hospitality and Tourism in 2003

Majoring	Types of Institute					Total
	Public University	Private University	Rajabhat University	Rajamangala Institute of Technology	Private Educational Institute/ College	
Hospitality	1	1	0	2	0	**4**
Tourism	3	4	0	8	0	**15**
Hospitality & Tourism	1	4	0	1	0	**6**
Hospitality/Tourism Management	11	10	0	0	4	**25**
Service Industries	2	1	0	0	0	**3**
Tourism Industries	0	1	33	0	0	**34**
Others	2	0	0	0	0	**2**
Total	**20**	**21**	**33**	**11**	**4**	**89**

Table 4.3.2 Relationship between Universities / Institutes and Majoring in Hospitality and Tourism during 2004-2006

Majoring	Types of Institute				Total
	Public University	Rajabhat University	Rajamangala Institute of Technology	Private Educational Institute/ College	
Tourism	1	0	2	1	**4**
Hospitality & Tourism	1	0	1	0	**2**
Hospitality/Tourism Management	0	0	0	2	**2**
Tourism Industries	0	2	0	0	**2**
Others	0	0	0	1	**1**
Total	**2**	**2**	**3**	**4**	**11**

The planned programs to be offered during 2004 to 2006 are tourism (4), hospitality and tourism (2), hospitality/tourism management (2), tourism industries (2), and others (1) (English for Tourism at Rajapark College).

Table 4.3.3   Relationship between universities and majoring in Hospitality and Tourism at Master Degree Level and above in 2003

Majoring	Type of Institute		Total
	Public University	**Private University**	
Hospitality/Tourism Management	2	2	**4**
Service Industry Management	1	0	**1**
Others	3	0	**3**
Total	**6**	**2**	**8**

6 programs, offered by public universities, were offered majoring in Hospitality/Tourism Management 2 program, majoring in Service Industry Management 1 program, others 3 programs (Eco-Tourism Management (1), Cultural Heritage Management (1), and Cultural Tourism Management (1)). The rest 2 programs offered by private universities majoring in Hospitality/Tourism Management.

Two public universities were planned to offered hospitality/tourism; first Khonkaen University planned to offer M.B.A. majoring in Hospitality and Tourism Management in 2004. Second, Tamasat University planned to offer M.A. majoring in Service Industry Management in 2005.

Table 4.3.4   Relationship between Degree Offering and Majoring in Hospitality and Tourism in 2003

Major Field of Studies/Degrees	B.A.	B.B.A	M.A.	M.B.A.	Others	Total
Hospitality	3	0	0	0	0	**3**
Tourism	12	3	0	0	0	**15**
Hospitality and Tourism	3	2	0	0	1^{*2}	**6**
Hospitality/Tourism Management	12	14	3	2	0	**31**
Service Industries	1	2	0	0	0	**3**
Tourism Industries	34	0	0	0	0	**34**
Others	2^{*1}	0	1^{*3}	0	2^{*4}	**5**
Total	**67**	**21**	**4**	**2**	**3**	**97**

Note: Please see the explanation on page 67.

*Other1 = B.A. Tourism Development,

          B.A. Food Business

*Other2 = B.A. & B.Sc. Hospitality & Tourism

*Other3 = M.A. Eco-Tourism Management

*Other4 = Ph.D. Cultural Heritage Management,

          Ph.D. Cultural Tourism Management

Table 4.3.5   Degree offering and majoring in Hospitality and Tourism during 2004-2006

Major Field of Studies/Degrees	B.A.	B.B.A	M.A.	M.B.A.	Total
Hospitality	4	0	0	0	4
Hospitality and Tourism	2	0	0	0	2
Hospitality/Tourism Management	1	1	1	1	4
Tourism Industries	2	0	0	0	2
Others	1	0	0	0	1
Total	**10**	**1**	**1**	**1**	**13**

The planned programs during 2004 to 2006 will be offered at bachelor degree level for 11 programs in the forms of B.A. (10) and B.B.A (1) at different concentration Hospitality (4), Hospitality and Tourism (2), Hospitality/Tourism Management (2), Tourism Industries (2), and other (1). There are only 2 master programs to be offered in this period.

Table 4.3.6   Relationship between Types of Universities / Institutes and Certificate offering in Hospitality and Tourism in 2003

Type of Institutes/Certificate Offering	Two years Certificate	Four Years Certificate	Advance Certificate	Graduate Degree	Bachelor Degree	Master & Doctor Degree	Total
Public University	0	1	3	1	20	6	**31**
Private University	0	0	2	0	21	2	**25**
Rajabhat University	0	2	3	0	33	0	**38**
Rajamangala Technology Institute	3	2	5	0	11	0	**21**
Private Educational Institute/College	0	0	1	0	4	0	**5**
Total	**3**	**5**	**14**	**1**	**89**	**8**	**120**

In year 2003, 89 programs or 74.17 per cent of total programs (120 programs) offered at Bachelor Degree level. At this level, public and private universities accounted at 46.07 per cent (41 of 89 programs), Rajabhat Universities at 37.08 per cent (33 of 89 programs), and the rest were at Rajamangala Institute of Technology (11), and Private Educational Institute/College (4). Public university plays the major role in offering master and doctorate degreed at 75.00 per cent (6 of 8 programs)

Table 4.3.7 Relationship between Type of university/institute and Program offering in Hospitality and Tourism during 2003-2006 by Using Cross tabulation

Characteristics	2003		2004-2006	
	International/ English Program	Thai Program	International/ English Program	Thai Program
Public University	4	23	4	28
Private University	7	15	7	15
Rajabhat University	1[*1]	32	1	34
Rajamangala Technology Institute	2[*2]	9	4[*3]	10
Private Educational Institute/College	0	4	1	6
Total	**14**	**83**	**17**	**93**

Note: Please see the explanation on page 67.

4.4   Characteristics of Teaching Staff in Hospitality and Tourism Programs in 2003

Table 4.4.1   Teaching Staff without Hospitality / Tourism Qualification for Hospitality / Tourism Programs

and Universities / Institutes in 2003

Number of total staffs without Hosp.&Tour. Qualification	Public Universities	Private Universities	Rajabhat University	Rajamangala Institutes of Technology	Institutes/Colleges	Total
Male	12	21	16	8	3	60
Female	22	29	33	22	5	111
Total	34	50	49	30	8	171
Proportion of male to female staff	**0.35/0.65**	**0.42/0.58**	**0.33/0.67**	**0.27/0.73**	**0.38/0.62**	**0.35/0.65**

*The number is based on 12 public universities, 11 private universities, 26 Rajabhat University, and 10 Rajamagala

Institute of Technology, and 4 private educational/college

Average number of staff (without hosp./tour qualification) /public university = 2.83:1

Average number of staff (without hosp./tour qualification) /private university = 4.55:1

Average number of staff (without hosp./tour qualification) /Rajabhat university = 1.88:1

Average number of staff (without hosp./tour qualification) / Rajamangala Institute of Technology = 3:1

Average number of staff (without hosp./tour qualification) / institutes/colleges = 2:1

Maximum male and female teaching staffs is 18, at Kasem Bundit University

Table 4.4.2   Teaching Staff with Hospitality/Tourism Qualifications for Hospitality / Tourism Programs and Universities / Institutes in 2003

Number of staff with Hosp. & Tour. Qualifications	Public Universities	Private Universities	Rajabhat University	Rajamangala Institutes of Technology	Institutes/Colleges	Total
Male	22	19	18	7	2	68
Female	29	39	70	13	6	157
Total	51	58	88	20	8	225
Proportion of male to female staff	**0.43/0.57**	**0.33/0.67**	**0.20/0.80**	**0.35/0.65**	**0.25/0.75**	**0.30/0.70**

The number is based on 12 public universities, 11 private universities, 26 Rajabhat University, and 10 Rajamagala

Institute of Technology, and 4 private educational/college Total from table 4.4.1.+ 4.4.2 = 396 staffs

Average number of staff (with hosp./tour qualification) /public university = 4.25 :1

Average number of staff (with hosp./tour qualification) /private university = 5.27:1

Average number of staff (with hosp./tour qualification) /Rajabhat university = 3.38:1

Average number of staff (with hosp./tour qualification) / Rajamangala Institute of Technology = 2:1

Average number of staff (with hosp./tour qualification) / institutes/colleges = 2:1

Maximum male and female teaching staffs is 17, at Suan Dusit Rajabhat University

Table 4.4.3   Degree Achievements of Teaching Staff for Hospitality / Tourism Programs in 2003

Characteristics / Degree achievement	Public Universities	Private Universities	Rajabhat University	Rajamangala Institutes of Technology	Institutes/Colleges	Total
Bachelor degree	10	28	21	12	1	72
Master degree	62	74	102	37	14	289
Doctorate degree	13	6	14	1	1	35
Total	85	108	137	50	16	396
Degree Ratio: Ph.D. : M. : B.	**1 : 4.77 : 0.77**	**1 : 12.33 : 4.67**	**1 : 7.29 : 1.50**	**1 : 37 : 12**	**1 : 14 : 1**	**1 : 8.26 : 2.06**

The number is based on 12 public universities, 11 private universities, 26 Rajabhat University, and 10 Rajamagala

Institute of Technology, and 4 private educational/college

Maximum bachelor degree teacher is 16, at Kasem Bundit University

Maximum master degree teacher is 27, at Suan Dusit Rajabhat University

Maximum doctor degree teacher is 3, at Phetburi Rajabhat University, Moobaan Jombueng Rajabhat University, and Walailak University

Table 4.4.4 The Academic Ranks of Teaching Staff for Hospitality / Tourism Programs in 2003

Academic Rank	Public Universities	Private Universities	Rajabhat University	Rajamangala Institutes of Technology	Institutes/Colleges	Total
Lecturer	57	107	118	44	14	340
Assistant Professor	11	1	19	4	1	36
Associate Professor	15	0	0	2	0	17
Professor	2	0	0	0	1	3
Total	85	108	137	50	16	396

Note: Please see the explanation on page 72

*The number is based on 12 public universities, 11 private universities, 26 Rajabhat University, and

14 Rajamangala Institute of Technology, and 4 private educational/college*

Note for table 4.3.7

The above information is based on Bachelor degree, Master degree and Ph.D.

Phuket Rajabhat University offered Thai-English Program [*1]

Rajamangala Institute of Technology, Phranakon Si Ayutthaya Wasukri Campus offered English Program [*2]

Rajamangala Institute of Technology, Borpitpimuk Chakrawad Campus offered English Program [*2]

Rajamangala Institute of Technology, Tak Campus offered English Program, in the year 2004 [*3]

Rajamangala Institute of Technology I-Saan, Khonkaen Campus offered English Program, in the year 2006 [*3]

In terms of International program and Thai program, in 2003, there were 14 international/English programs or at a ratio 1 : 5.9 During 2004-2006, there are 3 international/English program and 10 Thai programs being planned to offer at this period or at the ratio 1 : 5.5.

Note for table 4.4.4

Average number of teaching staff /public university = 7.08 : 1

Average number of teaching staff /private university = 9.82 : 1

Average number of teaching staff /Rajabhat university = 5.27 : 1

Average number of teaching staff / Rajamangala Institute of Technology = 3.57 : 1

Average number of teaching staff / institutes/colleges = 4:1

Maximum number of lecturer is 30, by Suan Dusit Rajabhat University

Maximum number of assistant professor is 5, by Moobaan Jombueng Rajabhat University

Maximum number of associate professor is 7, by Sukhothai Thammathirat University

Maximum number of professor is 1, by Chiang Mai University, Rajapark College, and Maejo University

Table 4.4.5   Salaries of Teaching Staff for Hospitality / Tourism Programs
in 2003

Salary	Universities	Institutes/Colleges	Average
Average Salary	24,654	12,288	17,985
Maximum Salary	27,114	20,089	24,867
Minimum Salary	12,162	9,315	11,954

The number is based on 61 universities/institutions

Table 4.4.6   Research-completed in Hospitality / Tourism in 2003

Research	Universities	Institutes/Colleges	Total
Research –Projects	56	148	204

The number is based on 43 universities/institutions

4.5   Suggestions and Recommendations from the Questionnaires

Table 4.5.1   Problems and Constraints in Running Hospitality/Tourism
Programs in Universities/Institutes in 2003

Issues	Number	Percent
1. Insufficiency of financial support from the government	54	35.76
2. Shortage of qualified and experienced teaching staffs	34	22.52
3. Low quality of students	23	15.23
4. Improper curriculums	15	9.93
5. High investment for this program	13	8.61
6. Gab between training/education institution's training capacity and industry's actual needs.	8	5.30
7. Shortage of oversea staffs	4	2.65
Total	**151**	**100**

The number is based on 59 universities/institutions

Table 4.3.5   Degree offering and majoring in Hospitality and Tourism during 2004-2006

Major Field of Studies/Degrees	B.A.	B.B.A	M.A.	M.B.A.	Total
Hospitality	4	0	0	0	4
Hospitality and Tourism	2	0	0	0	2
Hospitality/Tourism Management	1	1	1	1	4
Tourism Industries	2	0	0	0	2
Others	1	0	0	0	1
Total	**10**	**1**	**1**	**1**	**13**

The planned programs during 2004 to 2006 will be offered at bachelor degree level for 11 programs in the forms of B.A. (10) and B.B.A (1) at different concentration Hospitality (4), Hospitality and Tourism (2), Hospitality/Tourism Management (2), Tourism Industries (2), and other (1). There are only 2 master programs to be offered in this period.

Table 4.3.6   Relationship between Types of Universities / Institutes and Certificate offering in Hospitality and Tourism in 2003

Type of Institutes/Certificate Offering	Two years Certificate	Four Years Certificate	Advance Certificate	Graduate Degree	Bachelor Degree	Master & Doctor Degree	Total
Public University	0	1	3	1	20	6	**31**
Private University	0	0	2	0	21	2	**25**
Rajabhat University	0	2	3	0	33	0	**38**
Rajamangala Technology Institute	3	2	5	0	11	0	**21**
Private Educational Institute/College	0	0	1	0	4	0	**5**
Total	**3**	**5**	**14**	**1**	**89**	**8**	**120**

In year 2003, 89 programs or 74.17 per cent of total programs (120 programs) offered at Bachelor Degree level. At this level, public and private universities accounted at 46.07 per cent (41 of 89 programs), Rajabhat Universities at 37.08 per cent (33 of 89 programs), and the rest were at Rajamangala Institute of Technology (11), and Private Educational Institute/College (4). Public university plays the major role in offering master and doctorate degreed at 75.00 per cent (6 of 8 programs)

Table 4.3.7   Relationship between Type of university/institute and Program offering in Hospitality and Tourism during 2003-2006 by Using Cross tabulation

Characteristics	2003		2004-2006	
	International/ English Program	Thai Program	International/ English Program	Thai Program
Public University	4	23	4	28
Private University	7	15	7	15
Rajabhat University	1[*1]	32	1	34
Rajamangala Technology Institute	2[*2]	9	4[*3]	10
Private Educational Institute/College	0	4	1	6
Total	**14**	**83**	**17**	**93**

Note: Please see the explanation on page 71.

Note for table 4.3.7

The above information is based on Bachelor degree, Master degree and Ph.D.

Phuket Rajabhat University offered Thai-English Program [1]

Rajamangala Institute of Technology, Phranakon Si Ayutthaya Wasukri Campus offered English Program [2]

Rajamangala Institute of Technology, Borpitpimuk Chakrawad Campus offered English Program [2]

Rajamangala Institute of Technology, Tak Campus offered English Program, in the year 2004 [3]

Rajamangala Institute of Technology I-Saan, Khonkaen Campus offered English Program, in the year 2006 [3]

In terms of International program and Thai program, in 2003, there were 14 international/English programs or at a ratio 1 : 5.9 During 2004-2006, there are 3 international/English program and 10 Thai programs being planned to offer at this period or at the ratio 1 : 5.5.

4.4 Characteristics of Teaching Staff in Hospitality and Tourism Programs in 2003

Table 4.4.1 Teaching Staff without Hospitality / Tourism Qualification for Hospitality / Tourism Programs and Universities / Institutes in 2003

Number of total staffs without Hosp.&Tour. Qualification	Public Universities	Private Universities	Rajabhat University	Rajamangala Institutes of Technology	Institutes/Colleges	Total
Male	12	21	16	8	3	60
Female	22	29	33	22	5	111
Total	34	50	49	30	8	171
Proportion of male to female staff	**0.35/0.65**	**0.42/0.58**	**0.33/0.67**	**0.27/0.73**	**0.38/0.62**	**0.35/0.65**

The number is based on 12 public universities, 11 private universities, 26 Rajabhat University, and 10 Rajamagala Institute of Technology, and 4 private educational/college

Average number of staff (without hosp./tour qualification) /public university = 2.83:1

Average number of staff (without hosp./tour qualification) /private university = 4.55:1

Average number of staff (without hosp./tour qualification) /Rajabhat university = 1.88:1

Average number of staff (without hosp./tour qualification) / Rajamangala Institute of Technology = 3:1

Average number of staff (without hosp./tour qualification) / institutes/colleges = 2:1

Maximum male and female teaching staffs is 18, at Kasem Bundit University

**Table 4.4.2   Teaching Staff with Hospitality/Tourism Qualifications for Hospitality / Tourism Programs
and Universities / Institutes in 2003**

Number of staff with Hosp. & Tour. Qualifications	Public Universities	Private Universities	Rajabhat University	Rajamangala Institutes of Technology	Institutes/Colleges	Total
Male	22	19	18	7	2	68
Female	29	39	70	13	6	157
Total	51	58	88	20	8	225
Proportion of male to female staff	**0.43/0.57**	**0.33/0.67**	**0.20/0.80**	**0.35/0.65**	**0.25/0.75**	**0.30/0.70**

*The number is based on 12 public universities, 11 private universities, 26 Rajabhat University, and 10 Rajamagala
Institute of Technology, and 4 private educational/college* Total from table 4.4.1.+ 4.4.2 = 396 staffs

Average number of staff (with hosp./tour qualification) /public university = 4.25 :1

Average number of staff (with hosp./tour qualification) /private university = 5.27:1

Average number of staff (with hosp./tour qualification) /Rajabhat university = 3.38:1

Average number of staff (with hosp./tour qualification) / Rajamangala Institute of Technology = 2:1

Average number of staff (with hosp./tour qualification) / institutes/colleges = 2:1

Maximum male and female teaching staffs is 17, at Suan Dusit Rajabhat University

Table 4.4.3   Degree Achievements of Teaching Staff for Hospitality / Tourism Programs in 2003

Characteristics / Degree achievement	Public Universities	Private Universities	Rajabhat University	Rajamangala Institutes of Technology	Institutes/Colleges	Total
Bachelor degree	10	28	21	12	1	72
Master degree	62	74	102	37	14	289
Doctorate degree	13	6	14	1	1	35
Total	85	108	137	50	16	396
Degree Ratio: Ph.D. : M. : B.	1 : 4.77 : 0.77	1 : 12.33 : 4.67	1 : 7.29 : 1.50	1 : 37 : 12	1 : 14 : 1	1 : 8.26 : 2.06

The number is based on 12 public universities, 11 private universities, 26 Rajabhat University, and 10 Rajamagala

Institute of Technology, and 4 private educational/college

Maximum bachelor degree teacher is 16, at Kasem Bundit University

Maximum master degree teacher is 27, at Suan Dusit Rajabhat University

Maximum doctor degree teacher is 3, at Phetburi Rajabhat University, Moobaan Jombueng Rajabhat University, and Walailak University

Table 4.4.4   The Academic Ranks of Teaching Staff for Hospitality / Tourism Programs in 2003

Academic Rank	Public Universities	Private Universities	Rajabhat University	Rajamangala Institutes of Technology	Institutes/Colleges	Total
Lecturer	57	107	118	44	14	340
Assistant Professor	11	1	19	4	1	36
Associate Professor	15	0	0	2	0	17
Professor	2	0	0	0	1	3
Total	85	108	137	50	16	396

Note: Please see the explanation on page 76

The number is based on 12 public universities, 11 private universities, 26 Rajabhat University, and 14 Rajamangala Institute of Technology, and 4 private educational/college

Note for table 4.4.4

Average number of teaching staff /public university = 7.08 : 1

Average number of teaching staff /private university = 9.82 : 1

Average number of teaching staff /Rajabhat university = 5.27 : 1

Average number of teaching staff / Rajamangala Institute of Technology = 3.57 : 1

Average number of teaching staff / institutes/colleges = 4:1

Maximum number of lecturer is 30, by Suan Dusit Rajabhat University

Maximum number of assistant professor is 5, by Moobaan Jombueng Rajabhat University

Maximum number of associate professor is 7, by Sukhothai Thammathirat University

Maximum number of professor is 1, by Chiang Mai University, Rajapark College, and Maejo University

Table 4.4.5   Salaries of Teaching Staff for Hospitality / Tourism Programs

in 2003

Salary	Universities	Institutes/Colleges	Average
Average Salary	24,654	12,288	17,985
Maximum Salary	27,114	20,089	24,867
Minimum Salary	12,162	9,315	11,954

The number is based on 61 universities/institutions

Table 4.4.6   Research-completed in Hospitality / Tourism in 2003

Research	Universities	Institutes/Colleges	Total
Research –Projects	56	148	204

The number is based on 43 universities/institutions

4.5   Suggestions and Recommendations from the Questionnaires

Table 4.5.1   Problems and Constraints in Running Hospitality/Tourism

Programs in Universities/Institutes in 2003

Issues	Number	Percent
1. Insufficiency of financial support from the government	54	35.76
2. Shortage of qualified and experienced teaching staffs	34	22.52
3. Low quality of students	23	15.23
4. Improper curriculums	15	9.93
5. High investment for this program	13	8.61
6. Gab between training/education institution's training capacity and industry's actual needs.	8	5.30
7. Shortage of oversea staffs	4	2.65
Total	**151**	**100**

The number is based on 59 universities/institutions