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JATURADA POCHANAJUN: DEVELOPMENT TRAINING PROGRAM FOR
UNSKILLED AND SKILLED EMPLOYEE: A CASE STUDY OF TRAVEL AGENCY IN
BANKOK THAILAND RESEARCH PROJECT ADVISOR: ARDIPORN KHEMARANGSAN,
PH.D., 75 pp.

Human Resource is essential to the achievements of a business. The company develops the training program to encourage and improve the employee's productivity. Often, good training is just as important as a good benefits package for an employee.

This research provides the factors to develop the training program that are suitable for developing both skilled and unskilled employee: (1) evaluation the employees' needs, (2) setting the clear goal, (3) delivering Training Channels, (4) selecting Trainers and Trainees, (5) applying Learning, (6) three methods of training, (7) evaluation training.

To decrease the cost and to get more benefit, the company recruits both skilled and unskilled employees, both employees absolutely have a different skill to work. In addition, it can affect the quality of work and the customers' satisfaction. Thus, the development training program is the most important way to improve the employees to work more effective. Actually, the company has created own training program to improve the employees' skills, especially in Travel Agency. However, there is not so much information regarding training in this industry. Research collects the data by interviewing the employees, the employer and the customers to evaluate the current training program. An improved training program has been developed through assessment of their needs. Suggestion from this research will give the improved training program that enhances the skilled and unskilled employee understand their capacity and develop the skill's performance to achieve the company's goals and make more the customer's satisfaction.

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Research Project Advisor's signature.....

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