

**TEACHERS' AND ADMINISTRATORS' PERCEPTION OF
ASEAN COOPERATION IN TOURISM TRAINING
CASE STUDIES OF THAILAND AND VIETNAM**

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ABSTRACT

The purpose of this study was to examine vocational teachers' and administrators' perception of ASEAN cooperation in tourism training and identify factors affecting their perception. A documentary and questionnaire were employed to collect data. For the survey, a total of 96 questionnaires were distributed to administrators and teachers of four schools in Thailand and Vietnam to assess their beliefs on cooperation performance, the impacts of partner differences on cooperation and the resources from partners that schools seek. Percentage and chi-square statistics were used to analyze the data. At least 79 percent of respondents agree that ASEAN information is disseminated widely, clearly, continuously and it is easy to recognize ASEAN publications among others. However, information about the regional cooperation in tourism training in particular is not considered to be adequate. Administrators and teachers in general have positive attitudes toward ASEAN cooperation. Yet while respondents do not appreciate the impact of differences in national culture and school formal organization procedures on ASEAN cooperation, the results of this research showed that nationality and school status do influence their perception, and thus, guide their behavior in cooperation. The data also revealed a fact that schools value resources that ensure quality of training provision rather than existing relations or financial resources of a potential partner. Subsequently, a number of recommendations related to public relations and implementation of ASEAN cooperation in tourism training at the school level have been made.

**KEY WORDS: ASEAN COOPERATION/PERCEPTION/TOURISM
TRAINING/ADMINISTRATOR/TEACHER**

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