HUMAN RESOURCE MANAGEMENT FOR MECHANIC THAILAND 4.0 IN TRAVEL SERVICE BUSINESS IN THREE SOUTHERN PROVINCES

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Abstract

This research aims to study personal factors of human resource management and human resource management that support Thailand 4.0 in tourism services in three southern border provinces. This research collected data from 270 people working in travel services businesses and they were analyzed and presented in the form of percentage, mean and standard deviation. The results indicated that the majority of participants were female with 20-30 years old and they pursued bachelor's degree. For human resource management in travel services businesses in three southern border provinces of Thailand, participants agreed in all aspects at high level as a whole. More specifically, in aspect of strategic planning, it was found that travel services businesses pay attention not only on the analysis of both external and internal environments but they also emphasize in formulating the strategic plan together. In terms of the need of human resource in the future, the businesses have determined the requirements of skills, knowledge, abilities, and experiences that are consistent with organizational vision, mission, and strategy as well as a clear job description is also identified. In aspect of current manpower, the HR information system for determining qualified people that suits to organizational direction is implemented. Also, the businesses give the importance on human development planning such as training and further education by surveying personal details such as knowledge, skills, experience, and ability, respectively.

Keywords: Human Resource Management, Thailand 4.0, Travel Service Businesses

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Introduction

The tourism industry is a fast-expanding industry which affects significantly Thailand's economic and social systems. It is not just a source of foreign income but it also creates jobs and prosperity to the region. In addition, the tourism has promoted the development of fundamental infrastructure such as transportation, trade, and investment. It can be stated that during the economic crisis, the tourism is able to generate revenues for the country and enhance the economy faster than the manufacturing and other service sectors. However, the competition in the tourism industry is likely to be more intense, fast changing, and more sensitive resulted from negative factors of both inside and outside the country.

The service sectors in three southern border provinces of Thailand were selected to investigate human resource management in Thailand 4.0 because the southern region is the central region where closes to neighboring countries like Malaysia. To help southern border provinces to enter Thailand 4.0, building an understanding in management in terms of lifestyle, religion, and language is necessary in order to be effective and efficient in preparing the human resource management.

Research objectives

1. To study personal factors of human resource management in order to support Thailand 4.0 in tourism services in three southern border provinces
2. To study human resource management to support Thailand 4.0 in tourism services in three southern border provinces

Research Questions

1. What are the factors of human resource management in order to support Thailand 4.0 in tourism services in three southern border provinces?
2. How to study human resource management to support Thailand 4.0 in tourism services in three southern border provinces?

Scope of Research

Population and sample group used in this research were people in the three southern border provinces including Pattani, Yala, and Narathiwat.

Variables

Independent variables General information including gender, age, and education

Dependent variable Human resource management to support Thailand 4.0 in tourism services in three southern border provinces including Pattani, Yala and Narathiwat

Definition of Variables

Human resources are the process by which administrators use state-of-the-art and strategies to perform recruiting, selecting and filling qualified person to work in the organization that support the growth of organization.

Thailand 4.0 refers to the Thailand development model that has been continuously developed since Thailand 1.0, Thailand 2.0, Thailand 3.0 and Thailand 4.0.

Travel business is a business operation regarding the arrangement or providing services or facilitating travel, accommodation, food and drinks, sightseeing or other services in the three southern border provinces including Pattani, Yala and Narathiwat.
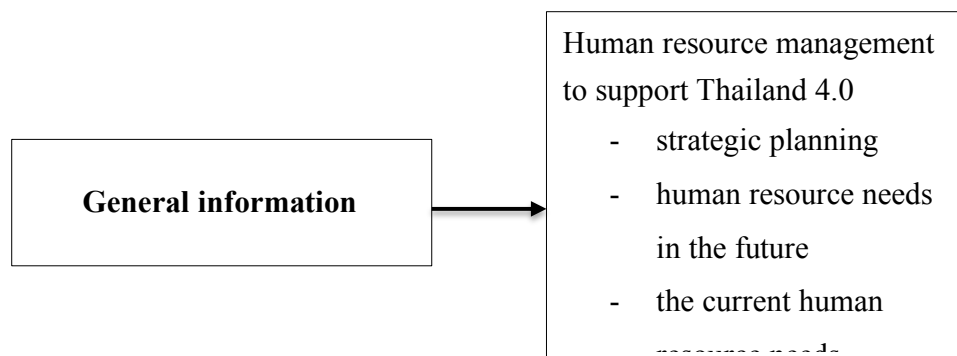
Conceptual Framework

Figure 1 Conceptual framework for research

Methodology

The sample size of this research was 270 people from three southern border provinces, including Pattani, Yala and Narathiwat by using convenience random sampling method. Each province was assigned to gather information from 90 participants so the total samples used in this research were 270. The sample size was calculated by using the table of Krejcie and Morgan at 95% confidence level (Bunyaratpan, 2003: 161) so that the researcher can select the sample size of the research by looking at this table. The researchers conducted the following steps: 1) Population and sample size 2) Research tools 3) Data collection 4) Data analysis 5) Statistics used in the data analysis.

Research tool The questionnaire is used as a tool for collecting the data. In part 1 relates to demographic data via closed-ended questions with dichotomous choices. Part 2 is a questionnaire about human resource management to support Thailand 4.0 in tourism services in three southern border provinces; Pattani, Yala and Narathiwat by using Likert's rating scale as 5 = Strongly agree, 4 = Agree, 3 = Neutral, 2 = Disagree, and 1 = Strongly disagree.

The analysis tools in the research of human resource management to support Thailand 4.0 in tourism services in three southern border provinces; Pattani, Yala and Narathiwat are mean and standard deviation. The range of scores is clarified as follows (Sirichai Pongwichai, 2009, page 22) 4.51-5.00 means Highest, 3.51-4.00 means High, 2.51-3.00 means medium, 1.51-2.50 means low, and 1.00-1.50 means lowest.

Data collection

The data collecting of the sample group was done on a daily basis at the specified location. The researchers conducted a survey of people on human resource management to support Thailand 4.0 in tourism services in three southern border provinces; Pattani, Yala and Narathiwat collect the data as follow. 1) Primary data. 1.1) To collect personal information on human resource management to support Thailand 4.0 in tourism services in three Southern border provinces; Pattani, Yala and Narathiwat, by using information from 2017. 1.2) To collect the data by using questionnaires as a tool in the amount of 80 sets during the year 2017. 2) Secondary data by complying study and research documents, related research journals and internet resources.

Literature reviews

Thidarat Choksuchart (2010) that studied about ASEAN Economic Community: the importance and preparation of Thailand. The study is to study the level of knowledge and understanding of the people by randomly collecting data from 400 people, it was found that demographic factor was female. Most of them have a bachelor's degree. And Veerakorn Uthalert (2012) that studied the preparation of local administrative organizations to support the progress of the ASEAN community. Case study: Ban Yaeng Subdistrict, Nakhon Thai District, Phitsanulok Province. The study discovered that in preparation for local matters regarding the entry into the ASEAN community in various fields, including social, cultural, educational, economic, service and tourism is a high importance level.

For research 's Sorasak Buayam (2013) who conducted research in preparation for entry into the ASEAN community of secondary schools, Rayong Campus 2 under

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the Office of Secondary Education Service Area 18th, found that human resource in the future in the future in overall and each aspect are rated as a high level. And when considering each aspect and sorting the average score from the highest three, it was found that the personnel management had the highest mean, followed by general administration and academic work and the budget procedure, respectively. And Ekkarat Amawan (2011) who studied the development of the school of artisans in preparing personnel readiness to the ASEAN community in 2015. The study founded that important factors that affect the entry into the ASEAN community include understanding the factors, creation of awareness and preparation of the human resources, developed personnel potential to have the right skills and expertise regarding the adaptation and change of the industry, enhancement of an opportunity to find work, as well as considering manpower production plans.

From the above mentioned it can be conclude that in order to prepare the organization to enter the ASEAN community as for the economic reason, organization should be aware of society, culture, services management in tourism and crucially on human resource. As in order to enter the ASEAN community prosperously.

Findings

From the study of human resource management to support Thailand 4.0 in tourism services in three southern border provinces; Pattani, Yala and Narathiwat founded that in strategic planning as overall and individual items are at a high level, it was found that the study of internal and external environmental factors that influenced the administration and have a clear strategic plan of the organization together are also at a high level.

In human resource in the future as overall and individual items are in a high level. It was found that skills, knowledge, experience and abilities in accordance with the vision, mission, and strategy of the organization. And a clearly defined positions and job characteristics in the organization are all rated as high.

As for the current human resource needs, both overall and individual items are defined as high. The highest score is the individual worker analysis regarding to the capability and skills in relevant with position, vision, mission, objective, and strategy of the organization. Follow by creation of essential skills development plan in the future for the employees, including providing job training and education. Another factor is observing skills of the employees in term of knowledge, capability, experience, and skill. Those three factors have defined as highly important.

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Discussions

From the study of Human resource management for Thailand 4.0 in the travel service business three southern provinces by using 270 questionnaires discovers that demographic data showed the majority was female and had the education of bachelor degree. The result was accordance with the research of Thidarat Choksuchart (2010) that studied about ASEAN Economic Community: the importance and preparation of Thailand. The study is to study the level of knowledge and understanding of the people by randomly collecting data from 400 people, it was found that demographic factor was female. Most of them have a bachelor's degree.

The result of the study of human resource management to support Thailand 4.0 in tourism services in three Southern border provinces; Pattani, Yala and Narathiwat in term of strategic planning in overall and individual items were in high level. It was found that the study of internal and external environmental factors that influenced the administration and have a clear strategic plan of the organization together has a very important level. The result is consistent with the research of Veerakorn Uthalert (2012) that studied the preparation of local administrative organizations to support the progress of the ASEAN community. Case study: Ban Yaeng Subdistrict, Nakhon Thai District, Phitsanulok Province. The study discovered that in preparation for local matters regarding the entry into the ASEAN community in various fields, including social, cultural, educational, economic, service and tourism is a high importance level.

In term of future human resource needs, in overall and individual items are at a high level. It was found that skills, knowledge, experience and abilities in accordance with the vision, mission, and strategy of the organization. Also a clearly defined positions and job characteristics in the organization are all rated as high. In accordance with the research of Sorasak Buayam (2013) who conducted research in preparation for entry into the ASEAN community of secondary schools, Rayong Campus 2 under the Office of Secondary Education Service Area 18th, found that human resource in the future in the future in overall and each aspect are rated as a high level. And when considering each aspect and sorting the average score from the highest three, it was found that the personnel management had the highest mean, followed by general administration and academic work and the budget procedure, respectively.

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factor is observing skills of the employees in term of knowledge, capability, experience, and skill. Those three factors have defined as high important, which is consistent with the research of Ekkarat Amawan (2011) who studied the development of the school of artisans in preparing personnel readiness to the ASEAN community in 2015. The study founded that important factors that affect the entry into the ASEAN community include understanding the factors, creation of awareness and preparation of the human resources, developed personnel potential to have the right skills and expertise regarding the adaptation and change of the industry, enhancement of an opportunity to find work, as well as considering manpower production plans.

Limitations

The research was taken in the area of political instability. Therefore the data collected in the area can be specific information and unique from other part of the country. Moreover, this is the only study of human resources of Thailand 4.0 (Thailand economic model) within services industry. When researcher or scholar applies should be considering this matter.

Theoretical and Practical Recommendation

The study of human resource management to support Thailand 4.0 in tourism services in three southern border provinces; Pattani, Yala and Narathiwat has received fully corroboration from local people in that area. The research can be used to develop a better tourism service business via enhanced human resources development to match the culture of each country, the way of living and the way of life. In addition, there should be a development of knowledge, skills, experience and abilities in all aspects regarding to the personnel, whether in the excellent service or proficient in language, etc. This will result in high quality and efficiency and effectiveness with the tourism in three southern border provinces.

In the further study, the researcher should study a research that related to the needs of government to help develop human resources in order to enter the ASEAN in the future. Including related concepts and theories and keep news and information up-to-date to increase reliability of the data. Data collection should be carefully carried out on the distribution of questionnaires, which must always emphasize the purpose of the questionnaire is clear for the audience. The purpose of the questionnaire is to survey the needs or opinions of the employees, not survey on what the organization currently has for their employees while working. By doing so, it will become an organization survey and will make the organizational evaluation going by unconsciousness. As a result, the result or information obtained is not accurate and lacks credibility.

Conclusion

The management of human resources to support Thailand 4.0 (Thailand economic model) in 3 southern borders. The finding of each sides were at high level; strategic planning, the need of human resources in the future and the current need in human resource. The study also showed that all services industry sees the importance in developing their human resource which is the key to drive its organization.

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