

HOTEL PERSONNEL UNIFORM IDENTITY AFFECTED BY THE COVID-19 (A CASE STUDY OF LET'S SEA HUA HIN AL FRESCO HOTEL.)

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Abstract

Hua Hin, Prachuap Khiri Khan province, is a popular tourist destination for both Thais and foreigners with capacity in terms of services, accommodations, hotels as well as arts, cultural and natural tourist attractions. Covid-19 pandemic has impacted the tourism businesses. Firm sanitary measures and service practices, adjusted in line with the situation for the safety of customers and service providers have been undertaken in order to gain trust and credibility. In addition, hotel identity management plays an important role in service selection particularly staff uniforms which are crucial for service provision. The conceptual frameworks of the research consist of 1) design process conceptual framework, 2) physical and aesthetic conceptual framework, 3) identity management analysis conceptual framework and 4) Covid-19 and post Covid-19 usage conceptual framework. The results of the research will formulate learning styles and knowledge adaptation for tourism identity management and hotel service development. This is to support the development, quality of life of in the urban area and development in the rural areas as well as the development and management of identity to increase the capacity and efficiency in management for the improvement of the service quality of the tourism business. In this research, the hotel case study was used at Let's Sea Hua Hin Al Fresco Hotel.

Keywords: covid-19, identity, tourism, uniform

Introduction

Hua Hin, Prachuap Khiri Khan is a popular tourist destination for both Thais and foreigners and has the potential to be ready in terms of lodging services, hotels, cultural and natural tourism attractions. The impact of the Covid-19 disaster, tourism businesses have been impacted. The hygiene procedures and service patterns have been altered to reflect the situation in order to ensure the safety of service users and providers. To develop trust in the service, there are explicit safety precautions in place include lodging, restaurant, and spa as well as the communal areas used by the service users.

Research on hotel employee uniform design guideline is a part of the hotel's identity management. It helps to the flexibility, ease, and suitable of use in many services, weather or upkeep. Uniform design must take into account the shape of the person, skin tones and sizes that are various unlike other costume designs.

The results of the research will cause learning patterns, applying knowledge to modify the identity of management to develop the hotel industry's tourist and service work of the hotel business, support the improvement of the city's residents' quality of life and establish prosperity to the countryside. Identity development and management methods boost management capacity and efficiency in service quality for tourism companies.

Objectives

1. To study and analyze the demand for hotel staff uniforms from the COVID-19 impact.
2. To present a way to manage hotel identity in relation to the staff uniform.
3. To design hotel staff uniforms that can meet the usability effectively.

Scope of research

- **Area scope**

- Research area: Let's Sea Hua Hin Al Fresco hotel, Hua Hin, Prachuap Khiri Khan

- **Respondents' sample group scope**

- Respondents' sample group consisting costume design specialist, and travel and service business operators.

Sample group in this research are:

1. Costume design specialist 3 people.
2. Travel and service business operators 3 people.
3. A sample of 100 consumers was sampled by Thai tourists.

- **Content and processes of the educational plan scope**

- 1) Books, researches, academic papers, and field resources from relevant specialists is used to codify knowledge regarding the design of hotel staff uniforms.
- 2) Knowledge on the usability of design and identity management that is codified from expert field resources, including books, research, academic papers, and field materials.
- 3) Evaluate the satisfaction of the appropriate hotel staff uniform design guidelines.
- 4) Summary and creation of hotel staff uniform design guidelines.

- **Content of hotel staff uniform design scope**

The researchers studied the design of hotel staff uniforms, and determined the scope of the research as follows:

- Design Let's Sea Hua Hin Al Fresco hotel's staff uniform 1 collection.
- Publication designs Let's Sea Hua Hin Al Fresco hotel's staff uniform in information systems to guide further design.

- **Research project theories, hypotheses, and conceptual perspectives**

- **An important perspective is used in this research**

- 1) Design process perspectives
- 2) Physical and aesthetic perspectives
- 3) Identity management analysis perspectives
- 4) Perspectives for use in the situation of the pandemic and after the COVID-19 pandemic.

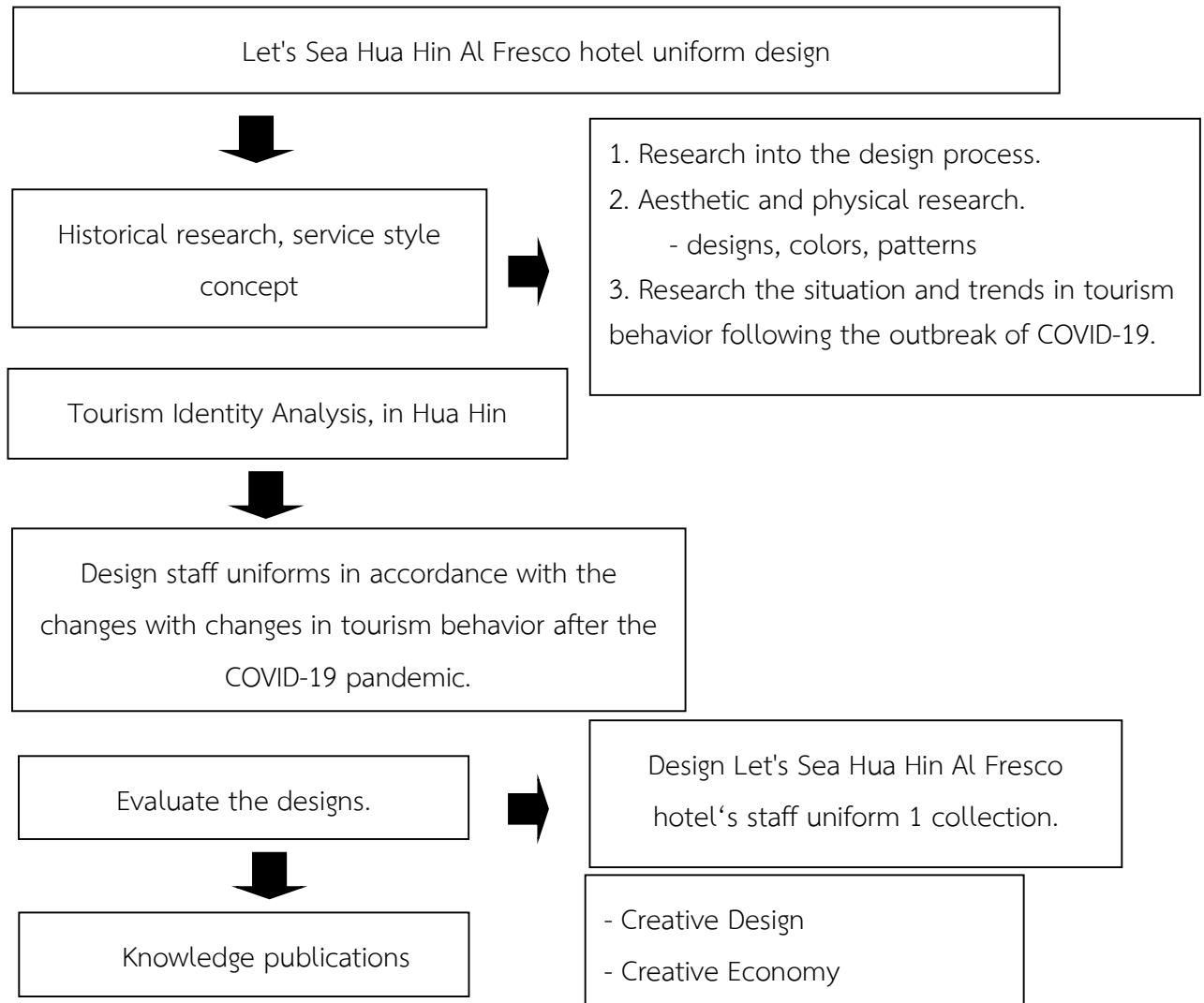


Figure 1 : Research perspectives

Source : Supawadee Juysukha

Research Methodology

Step 1: Research design

Identity management for hotel staff uniform design is a qualitative research that involves reviewing literature on variables about staff's uniform role. To research and analyze the management of identity communication, as well as to develop research tools. As a result, qualitative research is divided into 4 stages following:

- 1) Data was gathered through focus group conversations with professionals in hotel management and costume design to analyze the hotel's distinct identity, including concepts and decorations, as well as the service style.
- 2) Analyze variables in order to apply in costume design.
- 3) Analyze Covid-19 that impact to hotel service and apply designs suitable for realistic usable.
- 4) Designs are presented, and tested for further development.

Step 2: Research area

Let's Sea Hua Hin Al Fresco hotel, Hua Hin, Prachuap Khiri Khan.

Step 3: Populations and sample group

- 1) Populations are costume design specialist, and travel and service business operators.
- 2) A sample of 100 consumers was sampled by Thai tourists.

Step 4: Research tools

The tools that used to collect data is questionnaires to assess satisfaction which contains a 4-level approximation scale.

Data were analyzed with SPSS program for statistical analysis to accompany the presentation of the analysis results:

1. Percentage
2. Mean

Step 5: Data collection

- 1) Procedures and methods for gathering data from academic documents about uniform design and identity management corporate as follows: books or textbooks, research papers or theses, academic publications, research articles, and documents presented at academic conferences or seminars
- 2) Gather data through field trips, surveys, and interviews.

Step 6: Techniques and methods for processing, reviewing, and analyzing data

- 1) Describe Let's Sea Hua Hin Al Fresco hotel's general information and service style.
- 2) Describe the qualities of hotel staff uniforms in different departments.
- 3) Study tourism characteristics, at Hua Hin, Prachuap Khiri Khan.
- 4) Analyze pattern of Thai tourists' changing tourism behavior in the aftermath of the Covid-19 issue.
- 5) Summary of guidelines for applying in hotel staff uniform design.

Step 7: Design and evaluation

- 1) Let's Sea Hua Hin Al Fresco hotel's uniform design.
- 2) Evaluation of the design.

Step 8: Conclusion and presentation

- 1) Summarize the results of data analysis by using the SPSS package for statistical data analysis and present results as follows:
 - Percentage
 - Mean
- 2) Present research results
 - Presented research results at an academic conference or published in an academic journal article.

Research on uniform design guidelines for hotel staff is a part of the hotel's identity management system. It also contributes to the flexibility, convenience, comfort, and suitability of the service working behavior, weather and

upkeep. Uniform design must take into account the shape of the person, skin tones and sizes that are various unlike other costume designs. Including supporting hotel identity management to be consistency and participation in development tourist and hotel industry services and increase management efficiency to improve tourism industry operators' service quality.

Tourism business is the main business that builds reputation and income into the country. It's also a business with components from a variety of industries such as food, decoration, art, culture, and environment. As a result, responsibilities of 4-5 star hotel staff is divided into numerous sections in order to give efficient service. Therefore, the uniform plays an important role in expressing the hotel's identity. This includes cultural identity and the identity of that area. Also, it should be beneficial to the departments' operations or activities and staff's personality plays a vital role in establishing a hotel's image.

Hua Hin, Prachuap Khiri Khan is chosen for this research since it is a popular tourist destination for both Thais and foreigners and has the potential to be ready in terms of services, accommodations, hotels, cultural and natural tourism attractions. As a case study, researchers chose Let's Sea Hua Hin Al Fresco hotel. The aftermath of the Covid-19 disaster As a result, tourism businesses have been impacted including the hygiene procedures and service patterns have been altered to reflect the situation in order to ensure the safety of service users and providers. There are measures in place to ensure cleanliness and hygiene at a high level that has been certified according to specific standards that establish the service's credibility in lodging, restaurant, and spa, as well as the communal areas used by the service users.

The following materials and relevant research were studied as a guideline for the design and development of staff uniforms for Let's Sea Hua Hin Al Fresco hotel based on the above related information:

Part 1 Type of tourism business and the 12th National Economic and Social Development Plan (2017-2021).

Part 2 Tourism identity in Hua Hin, Prachuap Khiri Khan.

Part 3 Preventive measures and tourism practices to prevent the spread of the coronavirus disease 2019 (COVID-19).

Part 4 Changing of the behavior of Thai tourists after the Covid-19 outbreak issue.

Research result

“Let's Sea Hua Hin Al Fresco hotel combines inspirational design, unparalleled personalized service and an authentically relaxing character in a concept we call barefoot luxury. At the center of property, there are 40 beautifully constructed guest suites in front of a gorgeous lagoon pool, with every detail chosen to enhance your time at the resort. At the restaurants, bar and room service, you can test your taste senses to their limits with a dizzying diversity of local and international dishes, as well as a great collection of exquisite wines and bravura cocktails. Great service is the soul of the resort; our Holiday Hosts are dedicated to the task of providing attentive, unobtrusive assistance and maintaining impeccable standards whilst nurturing a deliciously carefree ambiance. Let's Sea Hua Hin Al Fresco hotel is purpose-built to give the vacation experience your heart desires, as well as a collection of experiences you'll never forget, whether it's a romantic getaway for two or a simply solitary refuge from the stresses of daily life.”(Let's Sea Hua

Hin Al Fresco hotel, 2007) From the service concept of Let's Sea Hua Hin Al Fresco hotel, which in this research has concluded that,

1. From the design concept living close to nature, "Al Fresco" in Hua Hin, and personal space (Human Space / Comfort Zone) is also respected. Customer target is couples of all ages and genders, as well as children under the age of 12, are not permitted to stay. The following is a list of service kinds and department personnel:

- 1.1. Holiday Host & Guests Fulfillment
- 1.2. Gaia Spa
- 1.3. Happily Refuel
- 1.4. Cooking Artist
- 1.5. Clean & Care
- 1.6. Proper Property Management
- 1.7. Safe Sure
- 1.8. Supply Chain & Profit Optimizers
- 1.9. Trust & Reliable
- 1.10. Earth & Team Engagement

The results of the uniform satisfaction questionnaire found that employees pay attention to the style of clothing that is easy to wear and help in the development of personality and work adaptability. The first place is the demand for uniforms that are easy to wear, flexible, and convenient to work. Second place is a uniform with duties that are appropriate for service during and after the Covid-19 epidemic. Also third place is uniforms are easy-to-care and durable fabrics., and finally uniforms support personality.

1. Uniforms with the hotel's identity by taking into account the convenience and safety of service providers and service receivers during and after the Covid-19 outbreak, where behavior has changed. This is in line with the organizational identity creation idea (Corporate Identity) (Melewar, T.C., Karaosmanoglu, E., & Paterson, D. (2005). In a way that the hotel uniform becomes a part of the corporate culture, representing the organization's operations, vision, structure, and image, through the staff that are the hotel's representatives. The hotel uniform plays an essential part in the image and system of the hotel's operation, Employees gain confidence and perform more efficiently as a team by allocating roles and responsibilities in a methodical, organized manner. At the same time, clients who come to obtain services will be able to distinguish the hotel's identity through the use of uniforms.

Table1 : Design guidelines

Observations	Design guidelines
Concepts	<ul style="list-style-type: none"> - Mature but playful. - Hua Hin nature at its best. - Service according to today guests' expectation.
Keywords	<ul style="list-style-type: none"> - Architecture related as a scene or platform - Enhance personality and confidence in the job. - Convenience and flexibility in work.

Observations	Design guidelines
Silhouettes	Slim line, Free form
Materials	Cotton, Linen, Polyester
Color way	Morning Sand Dune is Color of scene/platform
Details	- Functional - Not hot, Not easily wrinkled, Resistant to washing 120 times in 1 year.

3. Another important aspect of the design is the budgeting for staff uniform, including in upkeep factors to make the usage of the staff uniform to be the most beneficial. Perhaps it's not only a matter of cost but also the perspective and responsibility to the environment which is another issue that Let's Sea Hua Hin Al Fresco hotel focuses on. There are 95 employees in total. Employees will be given 3 uniforms per person, with a one-year average usage duration. However, the uniform has been ruined by using and upkeep, and to transform the image of the employees and consumers that use the service with an average budget for changing staff uniforms of 800-900 baht per set. From the data presented above, an important component in the design of hotel staff uniforms must be considered both the nature of the work position and usage functions, as well as the hotel's image and identity, suitability for various wearers, including shape, skin color, personality, usage behavior, etc.

4. Compliance measures and standards in regard to service patterns and employee uniforms such as masks, caps, gloves, and various disinfection equipment that staff must carry are set forward by the Safety & Health Administration (SHA) and (SHA+).

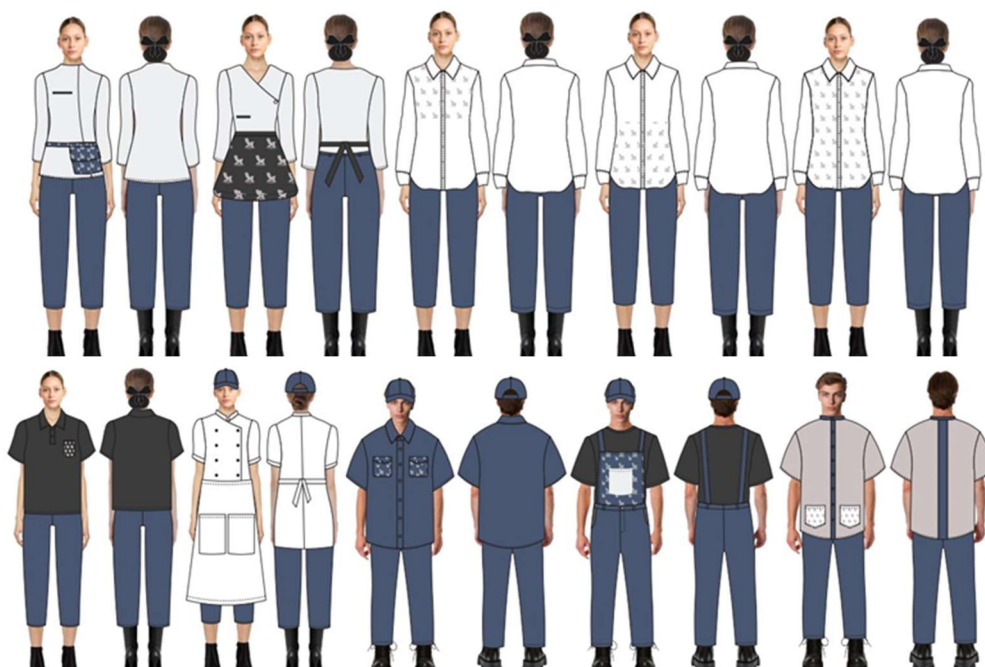


Figure 2 : idea sketch

Source : Supawadee Juysukha



Figure 3 : mask with iconic design

Source : Supawadee Juysukha

Discussion and Conclusion

Because of Hua Hin's popularity as a tourist destination. Therefore, it is a city with a variety of hotels of varying degrees that makes Hua Hin's tourism identity has a wide range of recollections. As a result, each hotel must develop its own personality whether it's a type of architecture or an interior design, room, facility and service. Another important aspect of the hotel's image is activities and uniforms. In this research findings are base on discussions with senior hospitality professional and got their views on the trends in staff's uniform in the hotel business about the various factors during COVID-19 to be considered while selecting the right uniform. In current scenario, it is advisable to keep the designs simple when it comes cozy and sensibility. This research has been summarized as a guideline for future development according to the following issues:

1. Uniform design that is consistent and takes into account wearing behavior and upkeep procedures are critical in order to be suitable and able to complement the wearer's personality while working.
2. Describing hotel identity through staff uniforms with the style to match the concept of the hotel. The uniform of the Holiday Host & Guests Fulfillment staffs plays a major role in advertising and promoting the hotel concept by word of mouth through guests, as the Happily Refuel staffs in the uniform creates and appealing impressions in the mind of the guests because their working area create a strong impact on customer's mind. Also, in relation to architectural style, interior design, and other hotel aspects through selected textiles and materials, tone or color combination with graphics, logos, or monograms.
3. During the period of the pandemic and after the Covid-19 outbreak, staff uniforms are much more important. Because of precautionary procedures that will keep both service providers and service recipients safe. A variety of accessories were added to the kit, such as masks, face shields, gloves, caps, including protective clothing and disinfection procedures vary depending on the responsible department and the nature of the activity.
4. Budget for uniform management operations is a crucial to consider the first factor. Because there is a glaring issue with fabric and material procurement and suitable.

The uniform plays a major role in the hotel industry. Being in the hospitality industry, hotel uniforms convey the image of the hotel. Apart from creating lasting impressions and memories through hotel personnel's personalities, hotel uniforms must be designed in a way so that the hotel personnel can feel confident, teamwork and can pass on positive energy to service operation. There are factors that need to be taken into consideration for hotel uniform design during

the normal situation. However, during the COVID-19 period, additional factors require attention as in the increase uses of facial masks, gloves, alcohol spray as well as the hygiene, trust and care with their increased steps and details.

The important hotel uniforms are for those in the client-facing departments such as the reception and restaurants. As a results, the design has been improved with additional COVID-19 prevention measures more than other operational departments. The 2 departments are also another form of hotel's public relations as Let's Sea Hua Hin Al Fresco Hotel is known for its service with popular restaurants. A number of tourists therefore visit the hotel for photo-taking purpose with online platform contents. The design of hotel uniforms is thus crucial for the image and sustainable tourism promotion.

This research can be expanded for management purposes and creating staff uniforms to serve both the service tourism and hotel industries in terms of epidemic prevention and environmental protection in the future.

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