Resort front staff Career to Support Local Culture of Phetchaburi, Thailand

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Abstract

This research is a mixture method with quantitative and qualitative approach. The study aims 1) to study the career competency of the resort front staff in Phetchaburi Province. 2) to study local culture of Phetchaburi Province. 3) to develop career competency and local culture knowledge of the resort front staff in Phetchaburi Province. The population is the 597 resort front staff in Phechaburi Province. The 234 sample was selected by multi-stage random sampling. The instrument used in quantitative is a questionnaire with content validity IOC = 0.60-1.00 and reliability = 0.82. Semi-structured interview used in qualitative data collection. All questionnaire or 100 % had returned. Frequency, percentage, mean, standard deviation and content analysis were used for data analysis. The results indicated that 1) career competency of resort front staff consists of General Competency and Career Competency which have at a high level in overall. 2) The well- known local cultures of Phetchaburi Province include Tan Tanod, Kan Tang Yuak, Pleng Prob Kai koh Phon, Lai Thong Boran, Wing Wou Lan and Sakul Chang Muang Phet. The results show that the resort front staff has local culture supporting participation at a moderate level. 3) The required career competency development was Team working, Good Service Mind and Responsible on Duty. The required local culture development is Pleng Prob Kai koh Phon. Finally, Pleng Prob Kai koh Phon training program was organized. The result shows that the resort front staff achieved the criteria of score test and has satisfaction at a high level.
Keywords: Career Competency, Resort Front Staff, Local Wisdom & Culture, Vocational Education

Introduction

The labor market in the business sector, the tourism industry was opened for continuous labor. Hotel business is another sector that has to face challenges. In 2015; 10 countries; Brunei Darussalam, Cambodia, Indonesia, Laos, Malaysia, Myanmar, Philippines, Singapore, Thailand and Vietnam had jointed Asian Economic Community (AEC). Although the political economy and epidemic will create a crisis for the country tourism business had also made a tremendous amount of income into the country for many years and was likely to increase as a result of the increase in tourism revenue, respectively. Produced various products and services have been concerned to expand to accommodate both Thai and foreign tourists especially hotels business, resorts, guest houses, accommodation, food and beverages (Ministry of Tourism and Sports, 2015). The resort businesses are highly popular in Thailand

due to the rich of natural resources and well perform of beautiful mind of good service to the customer due to the culture of Thailand to care of the guest. Hospitality industry personnel are in demand certainly.

Phetchaburi Province is a tourist attraction located in the central part of Thailand which is a diversified resource. Thus, population is movement to live and works. As a result, social, local culture and the unique way of life have established. Phetchaburi is the important tourist destination with famous tourist attractions including natural attractions such as sand and beautiful beach and historical attraction including palace and temples that are outstanding in architecture and sculpture. Tourists return to visit in such a tourist destination. (Boonkoum, 2017). Nowadays cultural tourism is a form of tourism that tourist pay great attention. Due to the tourists are able to obtain knowledge on art and culture as well as local tradition and way of life in the community. (Poomanee, 2017 cited in Boonkoum, 2017). Along with National Tourism Plan 2018-2022 states that currently, most tourists give importance to the pursuit more experiences than traditional tourism. They love traveling through touching the way of life, people and local traditions more than just the attractions. (National Tourism Development Plan No. 2)

As mentioned above, tourist accommodation is necessary unavoidably. Many hotel chain or local hotels well as resort business have rapid growth in Phetchaburi Province. While, high quality personnel working in resort certainly has needed. There is a study supported that once competency model is implemented in the organization will help human resource management to be more efficient. Competency in each work performance may not be exactly the same. But common characteristics which are a working behavior related to knowledge, skills and personal features needed for work success. (Department of Skill Development, 2019) The resort front staff is important like the front gate of resort. Therefore, determining and developing the career competency of resort front staff is an important and necessary for them. The researcher therefore is interested in the career competency of the resort front staff in Phetchaburi Province and Local culture of Phetchaburi Province as well as development career competency and Local culture knowledge of the resort front staff in Phetchaburi Province in order to support and maintain cultural tourism sustainability.

Research Objectives

This research aims to: 1) Study the career competency of resort front staff in Phetchaburi Province 2) Study local culture of Phetchaburi Province and (3) Develop career competency and local culture knowledge of Phetchaburi Province to the resort front staff.

Conceptual Framework

The researcher established a conceptual framework from the concept career competency for resort front staff from Standard of Hospitality and Tourism Industry Personnel Development Foundation. For local culture conceptual framework was synthesized from the document of Cultural Center of Phetchaburi Province (2011) including content analysis from local wisdom interview. As shows in Figure 1
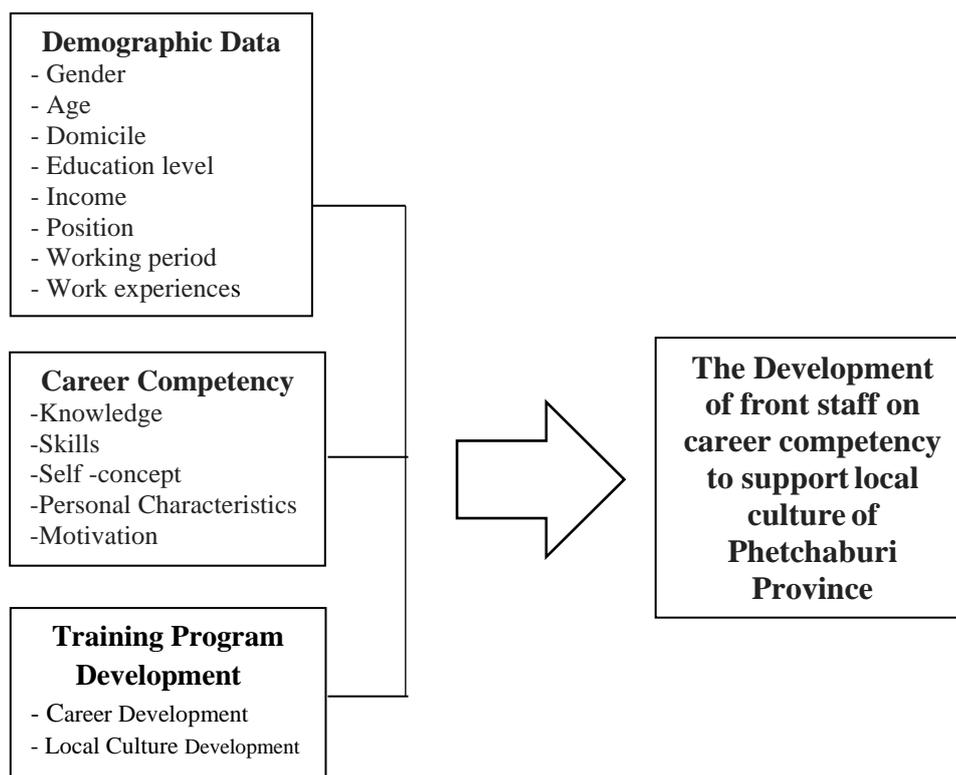
Figure 1. Research Conceptual framework

Methodology

Population and sample: The population was 122 resorts from the district that has ten or more resorts and those resorts has run business more than 5 years continuingly. Therefore, only four districts such as Cha-Am district, Muang district, Kaeng-Krachan district and Tha-Yang district were selected. There is total 597 resort front staff. Multi-state random sampling was used in the study. Sample was 234 resort front staff by using proportionate simple random sampling with Krejcie and Morgan Table (1970).

Data Collection and Instrument: For quantitative data collection, rating- scales questionnaire was constructed by the researcher. Content validity using Index of Item Objective Congruence (IOC) = 0.61-1.00 and Cronbach's Alpha reliability Coefficient (1969) =0.86. Questionnaires were sent to the sample during 1-21 February 2019. 234 copies or 100% had returned. Semi-structured interview and focus group discussion were used for qualitative data collection on 25 April 2019. Training Program of career competency and local culture knowledge training program was organized on 9 May 2019.

Data Analysis: For quantitative data analysis was used descriptive statistics such as frequency, percentage, mean, standard deviation. Content analysis was used for qualitative data analysis.

Research Result

Demographic Information

The majority of resort front staff in Phetchaburi Province is female (62.8%).The age is between 26-32 years old. Most of them (97.9%) were Thai nationality, 1.3% was Lao PDR nationality, and 0.9 % is Burmese nationality. Half of them have education lower than bachelor degree. They have income between 10,000-20,000 baht per month. The majority have experiences on resort front staff for 1-5 years followed by 6-10 years.

Career competency of the resort front staff in Phetchaburi Province
Career competency of the resort front staff can be divided in five competencies including Knowledge Competency, Skills Competency, Self-Perception Competency, Self-Personality Competency and Self-Motivation Competency. In overall and in each individual competency, the resort front staff has at a high level. Sorting by respectively mean score shows in Table 1

Table 1: Mean, Standard Deviation and the level of Career Competency of resort front staff in overall.

Career competency	$\bar{x}$	S.D.	Meaning
Self-Perception	4.51	0.58	High
Self-Motivation	4.43	0.71	High
Self-Personality	4.29	0.70	High
Skills	4.08	0.87	High
Knowledge	3.98	0.98	High

Career competency classified by five competencies. Self-Perception Competency is the first ranking of the highest mean score ($\bar{x}$=4.51, S.D.=0.58). All items are at the highest to high level. The highest level items consisted of take care of customers with concern, focus on responding customer needs, responsible for duty, achievement based working, public responsibility and Perform duties according to order. The second ranking was Self-Motivation Competency. All items are at the highest to high level as well. Only one item is at the highest level. It is need of duty perform successfully. The third ranking is Self-Personality Competency. All items are at a high level. The top highest mean score is self-sacrifice while the last lowest mean score is health care. The fourth ranking is Skills Competency. All items are at a high level except perform duties with safety awareness and customer service are at the highest level. The last fifth ranking is Knowledge Competency. All items are at a high level. The top highest mean score is room knowledge while the last lowest mean score is administration structure knowledge. (Table2)

Table 2: Mean, Standard Deviation and the level of Career competency of the resort front staff in Phetchaburi Province in each aspect.

Career competency	$\bar{x}$	S.D.	Meaning
Self-Perception			
Take care of customers with concern	4.64	0.58	Highest
Focus on meeting the needs of customer	4.61	0.58	Highest
Responsible	4.58	0.61	Highest
Perform tasks with success	4.56	0.64	Highest
Responsible to the public	4.53	0.64	Highest
Perform duties according to the order	4.54	0.62	Highest
Work timely	4.50	0.60	High
Accept error	4.49	0.69	High
Maintain discipline	4.44	0.66	High
Bring errors to improve	4.41	0.74	High
Self-confidence	4.32	0.76	High
Self-Motivation			
Want to perform the duties successfully	4.53	0.62	Highest
Pride in work	4.49	0.63	High
Create a good image for the organization	4.47	0.71	High
Check quality, request for work	4.45	0.75	High

Table 2: (Con.)

Career competency	$\bar{x}$	S.D.	Meaning
Focus all attention on operations	4.41	0.67	High
With convenience in traveling	4.25	0.85	High
Systematic operation	4.22	0.72	High
Receive appropriate compensation	4.15	0.76	High
The next step is planned when the work is completed	4.09	0.75	High
Self-Personality			
With sacrifice	4.46	0.64	High
Friendly	4.45	0.63	High
Helping colleagues	4.36	0.69	High
Accept the opinions of colleagues	4032	0.65	High
Adapt to others	4.30	0.73	High
Self-control	4.21	0.71	High
Adapt to the situation	4.21	0.74	High
Take care	4.08	0.82	High
Skills			
Perform duties regard to safety	4.57	0.66	Highest
Provided good service to customer	4.53	0.67	Highest
Working as teamwork	4.19	0.74	High
Share knowledge to colleagues	4.15	0.84	High
Use of English in communication	4.13	1.11	High
Communication with colleagues	4.12	0.83	High
Coordinating	4.06	0.90	High
Negotiation	4.02	0.84	High
Use & maintain office equipment	4.01	0.94	High
Worked basic tasks	3.94	0.98	High
Problem analysis	3.93	0.87	High
Eliminated of conflicts	3.81	0.88	High
Using computer equipment	3.65	1.15	High
Knowledge			
Rooms' characteristics	4.41	0.88	High
Check-in	4.27	0.97	High
Cost calculation	4.05	1.05	High
Rules & Regulation	4.03	0.86	High
Service approach	3.98	0.89	High
Distribution of work	3.87	1.02	High
Document system	3.71	1.10	High
Management structure	3.55	1.10	High

Phetchaburi Province Local Culture Synthesis
The researcher synthesized local culture by document analysis and six local wisdom interviews. The results could summarized as follow: The local cultures that were still preserved until the present time were Tan Tanod Making (sugar palm making), Thai Song Dum(Lao Song tribe living at Kao Yoy), Lakorn Chatree (Thai local dance), Tang Yauk (banana trunk carving), Pranakorn Keeree(Kho Wang and Kho Luang annual fair), Kang Reu Yow (long boat racing), He Reu Bok (singing and rowing the boat on ground), Wing Woa-Lan (cow racing), Woa Tiem Kuiean (couple cow with cart racing), Lai Thong Boran

(antique pattern gold), Sakun Chang Maung Phet), (ten art craftmen of Phetchaburi Province) and Pleng Prob Kai Kho Phon (folksong for raining). The survey on local culture knowledge of the resort front staff indicated that in overall they had all local culture knowledge at a moderate level but only two local culture knowledge of Sakun Chang Maung Phet, (ten art craftsmen of Phetchaburi Province) and Pleng Prob Kai Kho Phon (folksong for raining) were at a low level. (Table3) Regarding in-dept interview from the local wisdoms. They confirmed that the resort front staff should have knowledge on unique and famous local culture of Phetchaburi Province such as Tan Tanod Making (sugar palm making), Tang Yauk (banana trunk carving), Pleng Prob Kai Kho Phon (folksong for raining), Lai Thong Boran (antique pattern gold), Wing Woa-Lan (cow racing) and Sakun Chang Maung Phet, (ten art craftmen of Phetchaburi Province). Moreover, the resort front staff had local culture supporting participation at a moderate level.

Table 3: Mean, Standard Deviation and the Level of Local culture knowledge in Phetchaburi province

Local culture knowledge in Phetchaburi province	$\bar{x}$	S.D.	Meaning
Tan Tanod Making	3.05	1.34	Moderate
Thai Song Dam	2.77	1.15	Moderate
Lakorn Chatree	2.71	1.16	Moderate
Tang Yauk	2.71	1.10	Moderate
Pranakhon Keeree	2.69	1.17	Moderate
Kang Reu You	2.69	1.07	Moderate
He Reu Bok	2.68	1.06	Moderate
Wing Woa-Lan	2.63	1.05	Moderate
Woa Tiem Kuiean	2.61	1.02	Moderate
Lai Thong Boran	2.57	1.09	Moderate
Sakul Chang Maung phet	2.30	0.99	Low
Pleng Prob Kai Kho Phon	2.10	1.03	Low
Total	**2.60**	**1.10**	**Moderate**

Development of Resort Front Staff on Career Competency and Local Culture Knowledge
The needs of Resort Front Staff on The Development of Career Competency and Local Culture Knowledge from survey questionnaire and content analysis from focus group discussion summarize that career competency development comprised of the Knowledge of Resort Rules and Regulation, the Skills of Problem Solving, Team Working, English Conversation Competency, Basic Computer Skills, The Self-Perception about Responsible on Duty, and Self- Encouragement. The Self-Personality is Health Caring, Human Relationship including of Self- Sacrifice. Regarding Local Culture Knowledge Development, the survey on local culture knowledge of the resort front staff indicate that in overall they have all local culture knowledge at a moderate level but only two local culture knowledge of Sakun Chang Maung Phet, (ten art craftsmen of Phetchaburi Province) and Pleng Prob Kai Kho Phon (folksong for raining) are at a low level. Finally, resort front staff career competency development to support local culture of Phetchaburi Province was organized for one day training program according to the limitation of timing which resort manager could not support long training program for the front staff.

The training program results reveal that there are 20 of the resort front staffs at Phetchaburi province attended the training. The majority is female with education background below undergraduate degree. The youngest age is 23 years old while the oldest one is 70 years old.

The income is between 5,500-9,700 baht per month. The satisfaction of the resort front staff is at the highest level to all aspects career competency and local culture knowledge as well as training management. Only the comfortable atmosphere and air conditioning and the training media are at a high level.

Discussion

Career Competency of resort front staff at Phetchaburi Province in overall is at a high level. Self-Perception Competency is the highest top mean score followed by Self-Motivation Competency, Self-Personality Competency, Skills Competency and Knowledge Competency respectively. When considering carefully in each aspect, it might conclude that the resort front staff perceived themselves in self-perception on working positively. Take care customers with concern is the first highest top item together with customers need response in the second one. We might state that it is the obligation of every personnel working in the hospitality occupation. Such of these performs will kept in mind till becoming to be their habits automatically. The small number of foreigner working there need to adjust themselves as that principle in order to work continuously as well. However, self-confidence is the lowest last perception; it might be because in general, the resort front staff has to work on command more than self-decision making. The obvious issue is that resort front staff perceived Knowledge Competency as the last fifth rank of five Career competencies. Especially, administration structure knowledge is the last lowest mean score while rooms' characteristics knowledge is the first rank. That might be because when considering the education background of resort front staff, half of them have education lower than bachelor degree and some of them are alien coming from Lao PDR nationality and Burmese nationality. Thus, administration structure knowledge is not the necessary knowledge concerned for them. But they have knowledge on rooms' characteristic at the highest level. In addition, Skills Competency on use of English in communication is the last skills item. This result is relevant to many studies. (Kamwiset, 2019; Kalasin and Charumanee, 2013; Nawratanaporn, 2011). Since nowadays English language is an communication tool needed.

Local Culture of Phetchaburi Province

From the synthesis of document analysis and six local wisdom interviews, the local cultures that still preserved until the present time are twelfth local cultures as mentioned above. However, the results on local culture knowledge of the resort front staff indicate that in overall they have all local culture knowledge at a moderate level but only two local culture knowledge of Sakun Chang Maung Phet), (ten art craftsmen of Phetchaburi Province) and Pleng Prob Kai Kho Phon (folksong for raining) are at a low level. It shows that the resort front staff still have known Phechaburi traditional local culture. They might be local workers who are Thai nationality as indicated in demographic data. Only two local culture knowledge of Sakun Chang Maung Phet), (ten art craftsmen of Phetchaburi Province) and Pleng Prob Kai Kho Phon (Folksong for Raining) are at a low level. It might be because of at present these two local cultures might not be often mentioned. Another ten local cultures are still promoted in Phetchaburi annual fair. (Chukham, 2013) Therefore, the resort front staff on these two local knowledge is at a low level.

Development of Resort Front Staff on Career Competency and Local Culture Knowledge

The results show that career competency development comprises of the Knowledge of Resort Rules and Regulation, Skills of Problem Solving, Team Working, English Conversation Competency, Basic Computer Skills, Self-Perception about Responsible on Duty, and Self-Encouragement. Self-Personality is Health Caring, Human Relationship including of Self-Sacrifice. In addition, Local Culture Knowledge Development, only two local culture knowledge of Sakun Chang Maung Phet), (ten art craftsmen of Phetchaburi Province) and

Pleng Prob Kai Kho Phon (folksong for raining) are at a low level. Concerning English competency which the resort front staff required is the general problem happened. The result is consistent with the study of Sukkaew (2019) which shows that the operational reception competency of higher education students in hotel program consists of 14 competencies. One of them is Competency in using Thai and foreign languages. In the reality every dimension from both career competency and local culture knowledge should develop for resort front staff. Due to the limitation of working time for training is not available. Finally, resort front staff career competency development to support local culture of Phetchaburi Province is organized for one day training program. Therefore, such of this obstacle might be reviewed for staff development. In house training program might be better than public training program. Considering the benefit of resort front staff having local culture knowledge would create added-value for service industry business such as longer stay in resort, more spending and growth of tourism in Phetchaburi Province certainly. However, only local culture of Pleng Prob Kai Kho Phon (Folksong for Raining) including career competency mentioned above is provided to 20 resort front Tourist Attractions with Participation of Phetchaburi Local Administration Organization staff development. From this result consistent with the study on Strategy for Developing Based on Philosophy of Sufficiency.

That shows two strategies for tourist attraction development in Phetchaburi Province. One of them is work skill development strategy. And the second one is community participation strategy. Moreover, it also relevant to the study of Kulsri and Mongkolsrisawad (2016) on guideline to develop the historical tourism of SIRINTHORN museum in Karasin Province comprise of the development of any products quality and service business quality and factors supporting tourism such as the quality of functionary service, the promotion to the community to cooperate and participate in creating local identity. Regarding the satisfaction of resort front staff to training program is at the highest level to all aspects of career competency and local culture knowledge as well as training management. Only the comfortable atmosphere and air conditioning and the training media are at a high level.

In conclusion we might state that not only career competency is required for resort front staff but the knowledge of local culture is necessary for them also. This study can apply to any resort area which located in art and historical area, historical temple, specific way of living or ancient traditional culture. The results will be service industry that supports local culture to be sustainable.

Recommendation

1) Resort business owner should give importance to the development of employee performance both career competency and knowledge of local culture including of public training program as well as in house training program in order to support career development continuously.

2) English language communication is very necessary for the resort front staff unavoidably. Therefore, they must have those skills in order to meet the needs of tourism market. They should be motivated to achieve such skill.

3) Tourism agency of Phetchaburi should study on similar research in every district in order to have strong information of the resort front staff development in Phetchaburi Province.

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