A REVIEW OF SOCIAL RESPONSIBILITY OF HOTEL ENTREPRENEUR THROUGH HUMAN RESOURCE ROLE IN PHUKET, THAILAND

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Abstract - This paper is a study of the cooperative role of hotel operators in Phuket, Thailand and human resource managers by studying the characteristics of cooperation, principles, and practices, where by searching for information and various knowledge from reviewing relevant literature review. The research results are entrepreneurs must set principles, guidelines, guidelines for everyone in the organization to adhere to together such as setting policies to protect the environment and the human resource manager must have a role as a counselor, a development leader and a supporter in order to bring to a good image of the business that can create profits along with creating a good economy for society.

Keyword - Social Responsibility, Entrepreneur, Human Resource

I. INTRODUCTION

The trend of hotel business in now a day is intensively expending because it is one of the business which can provided a big amount of revenue for Thailand. Presently, there are three different sizes of hotels as such small, medium, and large size where its located in many places, similarly, different sizes of hotels have a unique style of management. for these differences, the entrepreneurs need a person who can assist them in order to coordinate, communicate, and solve the problem between business and society; Human Resource is the best person who can be in charge with all the private or public sector to help hotel owner in terms of running the business and solving community issues [1]. While the government has given more importance to social responsibility because most of the business are focusing on their profit without any responsive and caring to consequences of society problem. Human Resource is one of the major departments in hotel business in order to responsible in corporate social responsibility activities to guarantee that their business is willing to solve the problem and it can lead to business image [2,3]. This research is aims to study the framework of relationship between social responsibility, hotel entrepreneur role, and human resource role for creating sustainability of organization, society, and country and lead firms to have a good image in order to gain a profit, create economy for community, enhance community's life and support environmental sustainability.

II. LITERATURE REVIEW

2.1 Being entrepreneur

Focusing of being entrepreneur has begun from creativity process to build up an innovation and integrated it into business process. To applied new things in organization, the entrepreneur has to determine what is the value and objective of their firm and achieve the company goal [4].The leadership skill is very important to be an entrepreneur in order to manage and control of proactive strategy business plan, in turn, if entrepreneur is lack of leadership and creative skill or mismanagement, it will affect on their management and lead to unsuccessful business [5,6].

2.2 Social responsibility

Corporate social responsibility is an ongoing commitment of the business to perform in a completely ethical form and participates in economic and community development by improving the quality of laborers' life and their family. Siminica, Cracium, & Dinu (2015)[7]. claimed that Corporate Social Responsibility (CSR) is business operation with consideration of community, society and environment benefit under the principles of ethic and social management in order to lead a successful and sustainable in business operation [8,9].

This research focuses on the recognition of social problems (Cause Promotion) by providing financial, material, or other resources of the organization for increasing awareness and concern about society issue by funding financial, participating, or searching for volunteers for solving social problem by themselves or collaborate with another organization [10,11].

III. ISSUES/ ROLES ENTREPRENEUR'S POLICIES HR ROLES

Researcher's perspectiveto the entrepreneurs and human resource managers role as following:

3.1 The entrepreneur role

The entrepreneur must establish principles and guidelines for everyone in the organization to adhere together. For example, establishing policies to protect

the environment by finding causes that effect to environmental impacts. Considering that environmental preservation is a duty shared by everyone of the organization by creating guidelines that are

- Providing an appropriate environmental management system, monitoring and ongoing evaluating organization operations including studying about environmental issues such as ecology, global warming, pollution, etc.
- Using technology and production procedures that have environmental standards by considering the reduction and pollution treatment before releasing to nature
- Encouraging customers to be aware of environmental precautions which arising from hotel services.

3.2 Human Resource Manager role

1. Being a counselor

HR manager have to give a consultation on human resource practices to both senior management and various departments in the organization to allocate people for working at the operational level, helping society both at all levels where personnel have direct competence by this role of human resource managers must be reliable with trust in the management in which this role relies on psychology by providing advice to personnel in all forms and levels at the organization

2. Being a leader

HR manager have to be a leader in the personnel and organization development (Development Leader) because it is a role which strengthens the organization by means of training and development of personnel with expertise in social services. This development must be in line with the direction of the hotel business operations.

3. Being a supporter

HR manager have to be a supporter in a service role because their can help in coordination between good agencies and the HR manager is the person with the most extensive network in the organization compared to other departments in the organization, therefore can better see the problems of each department's operations. It also has the ability to support the manpower in the area of social services as well.

According to a discussion with Researcher's by taking the views from academics and factors or variables affecting and set up the topic in the discussion, creating the possibility to be put into practice, resulting in the following research results:

Issues/ Roles	Entrepreneur's policies	HR Roles
Community and social development	Social activities and Participate in strengthening the community.	Support personnel to conduct volunteer activities related to community and social development.
Environmental Conservation	Improving the quality of human life by managing environmental problems	Establish an appropriate environmental management system by monitoring and evaluating, and creating the energy saving and reuse policy
Good corporate governance	• Knowledge management system • Responsibility • Equitable and transparent management • Verifiable	Informal inform and communicate of information disclosure and transparency and responsibilities of the board of directors
Responsibility to consumers	• Business services should not pose a risk or danger to consumers. • Develop products / services for the benefit of solving social problems too.	Recruiting and creating operational systems with specific competencies which must have the ability to pay attention to society, be a good person, be culture and morality person

TABLE 1: Issues/ Roles Entrepreneur's policies HR Roles

IV. DISCUSSION AND CONCLUSION

Hotel operators and human resource managers have roles and responsibilities that can contribute and promote social responsibility by organizing activities that affect stakeholders and the environment of the organization [12]. by taking care of employee welfare, production and services that do not harm the environment. Moreover, they have to responsible to customers including activities that affect society and the environment that is not directly related to the organization's operations with afforestation, scholarship donation, and awareness raising campaign. In addition, non-profit organizations or charitable associations will help in terms of creating business competitiveness as same as employees community development including environmental protection and help promote the activities, concepts that are related to corporate social responsibility systematically and efficiently that must cooperate

seriously in the area of social responsibility activities [2,3]. Therefore, it can be summarized as a conceptual framework in this relationship model.

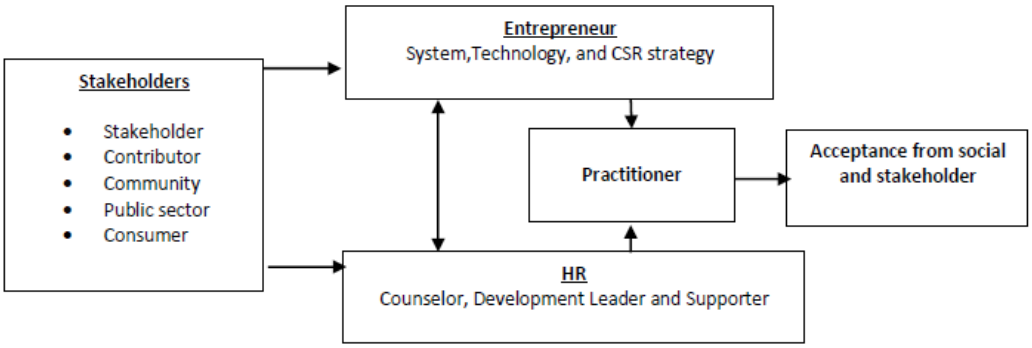


Fig.1. Conceptual framework in the form of social responsibility relations of hotel operators in Phuket (Thailand) through the role of human resource managers.

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