THE DEVELOPMENT OF HUMAN CAPABILITIES IN THE THAILAND 4.0 ERA. THE EMPIRICAL STUDY: THE ROYAL PHUKET MARINA HOTEL

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Abstract - The purpose of this research is to (1) to study the capacity building of the organization to keep up with the changes in the use of technology and innovation in the 4.0 (2) to study the strategic direction of the organization's staff training model (3) To study technology learning skills in the 4.0 era and corporate culture or multi-culture That is applied in the organization The sample used in the research was 59 employees from the Royal Phuket Marina Hotel. The instrument for data collection was a questionnaire constructed by the researcher with a reliability of 0.95. The statistics used for data analysis were the frequency, percentage, and average value of standard deviation. The findings indicated that (1) The quantity of computers is sufficient Overall is at a high level. And cultural conflicts in the organization are at a low level (2) The personal characteristics of employees in terms of gender, age, work experience, educational background, and overall position are different. (3) The research results which can be used as a guideline to develop the potential of personnel in the organization to keep up with the 4.0 era of the employees by being able to meet the needs of the employees and should focus on explaining, communicating, and creating financial incentives

Keywords - Education, Development, Potential Development

I. INTRODUCTION

Thailand 4.0 It is a policy vision of Thailand's economic development or government's economic development model under the leadership of General Prayut Chan-o-cha, Prime Minister and Head of the National Council for Peace and Order (NCPO), who took over the administration of the country on the vision that “Stable, prosperous and sustainable” with the mission to drive national reforms to adjust, organize, adjust direction, and create paths to develop the country to be able to cope with new and rapidly changing opportunities and threats in the century. At 21

"Thailand 4.0" is the "value-based economy" or "economic drive" of the prime minister's determination to change the economic structure. From "innovation" to "innovation". Over the past decade, innovation and technology-driven industrial sectors have shifted from an emphasis on production technology. More products enter trade unions and skilled workers transfer to knowledge, skills, and skilled workers. With the development trend of human resource management in Thailand, human resource management must change the world. Knowledge, innovation, and innovation

To develop a knowledge organization and an innovation organization, the success factors that will create the internal innovation organization, the objective direction of the organization, the organization's focus on driving the knowledge management of employees in the team to promote the culture of the collaborative organization as a team should be managed through the Social Network (3). As well as working in the Digital Workplace model to link information between teams, open independently in the area of work, information is shared so that they can collaborate through claustrophobia connected to office equipment, as well as mobile devices of each employee, which can be used as individual training equipment by bringing in-depth information to optimize the potential of employees' work. To study the development of personnel capacity within the organization in 4.0 years. In the establishment of "Royal Phuket Marina", the researchers determined the objectives of the study as follows: (1.) to study the empowerment of the organization's personnel to keep up with the Changes in 4.0 (2.) 4.0 (2.) technology and innovation To study the strategic approach of the organization's employee training model (3.) to study technology learning skills in the 4.0 era and the organizational culture or multilateralism applied in the organization .

II. RESEARCH OBJECTIVES

Subject education Study the development of human potential within the organization to keep up with the 4.0 era In the establishment of "Royal Phuket Marina", the researcher set the objectives of the study as follows.

A. To study the capacity building of the organization's personnel to keep pace with Changes in use Technology and innovation in the age of 4.0
B. To study the strategic direction of the employee training model of the organization.

C. To study technology learning skills in era 4.0 and corporate culture or multiculturalism Applied in the organization

III. LITERATURE REVIEW

A. Development Concepts

Self-development is a process that helps to learn about yourself to work with quality, have a positive attitude towards the job, and affect progress. To meet the organization's goals, they must rely on their own capabilities: knowledge, skills, attitudes, and training to be in line with the organization's needs, which many scholars and executives have given the meaning of the development interesting

Arporn Phu Witthayaphan (2009: 202-203) discusses the development of self-learning. (Self-Learning) that is a personnel development technique of the organization that emphasizes the employees' Take responsibility for your own learning and development Without needing to spend only time on work Employees can seek self-learning opportunities through the learning channels and media they need, which is suitable for employees who like to learn and develop themselves. (Self-Development), especially for employees with good performance. And has high potential (Talented People)

It can be concluded that development refers to self-study and research for performance. According to the interests and needs of each person by studying from the operation manual Or other documents, etc. To develop knowledge, modern skills, use of technology, including the ability to adapt to the situation. Environment and work

B. The concept of training

It is recognized that training is an appropriate personnel development activity because it enables the organization to operate according to its objectives effectively, reducing the loss of resources, increasing productivity, and working to its full potential. Many scholars have been interested in studying training, providing the following meanings of training:

Chuchai Samitkrai (2011: 5) said that training is a systematic learning management process to create knowledge or enhance knowledge (Skill), ability, and attitude (attitude) of the personnel. It will help improve operation efficiency.

Arporn Phu Witthayaphan (2007: 194) said that training was a tool that This means that short term learning occurs only during a specific period of time.

In conclusion, training is an activity to develop a person's abilities. And people in the organization Help develop knowledge and abilities Develop personality attitude It reduces the time to learn more, experience supporting lifelong education. Improves productivity Help to improve or enhance the quality and efficiency of work Reduced oversight and Reduce the time to revise the work less. Help promote professional advancement Reduce wastage and save money, and is also a part of corporate development. This makes training a regular matter in every organization.

C. Educational concept

Education It is human resource development, another way to increase the knowledge of personnel. Or gain new knowledge Which many scholars and administrators have given the meaning of the study of interest as follows

Nadler (1980: 24-25) said that the time it takes to make use of education is in the future, but not in the future

1. Continuing education to prepare tasks for tasks that will be packed in a certain timeframe. the study to contain the exact duration will be more specific. And low risk level
2. Continuing education in preparation for tasks that will be contained in an indeterminate period. Is education as an investment Although it is generally a short-term investment But if it is the second model, it becomes a long-term investment. In general, supervisors often use education for the first form. It is possible that the investment does not return to the agency, that is, the filled position is subject to change. This often happens in large agencies where workforce planning depends on the movement within the agency. And environment events Causing the graduates to be unable to achieve that position Investment could be wasted If that person leaves for another agency but sometime after the study That person may not work up to the standard of that new position. And may not be able to develop themselves to the standard Which can be solved by adding other personnel to replace and start training or recruiting from outside

It can be concluded that education is the enhancement of knowledge with higher levels of further study by obtaining a qualification. Either a degree or a vocational certificate certified by the FDA, which makes it possible to gain more knowledge, understanding, skills, and competence in each individual.

D. Human Resource Management Factors

Strategies and processes for managing personnel in the organization according to various dimensions So that personnel can perform their duties for the most efficiency. And cause problems to a minimum Including the development of personnel to have more potential for more efficient operations And for the success of the organization

The key factors of management are comprised of four things: human, capital, different materials, and management. Of these four things, the most important part is humanity. This is the most valuable and beneficial resource in the management of each organization. Potential people work effectively. And enabling the organization to develop the potential at the same time

E. Organizational Factors

Things that influence work in an organization that can make that organization successful and achieve its goals effectively

1. Network Links of people or groups of organizations to exchange information together or to do activities together by organizing the structure of the people in the network.

2. Change Leadership It is a process that influences to change the attitude and attitude of the members of the organization. Establish a commitment to change important objectives and strategies. Transformational leaders involve the influence of the leader on the follower, but that influence empowers the follower to become the leader and those who transform agency in the process. Therefore, transformational leadership is viewed as a holistic process and involves the implementation of various level leaders in the organization's sub-divisions.transformational leadership (Transformational Leadership) consists of

1. Idealized influence or charisma with a visionary ideology capable of emotional and ethical management.
2. Inspiration (Inspirational Motivation) is the motivation to inspire work by creating internal motivation, creating a positive attitude and thinking, and stimulating the team spirit to be alive.
3. Cognitive stimulation (Intellectual Stimulation) is to stimulate followers' efforts to create and innovate, awareness of the problem, stimulate hypothesis, change problem vision, and systematically solve problems.
4. Considering the individuality Individualized Consideration is the treatment of individuals as individuals, caring for individual needs and differences, good communication and interaction, guidance and assignments, development or support in Working to enable individuals to achieve their personal and collective goals

F. System Factor

A collective picture of a structure or process in which relationships are organized between the elements that make up that project or process

"Learning Organization" is an organization that creates channels for internal transfer of knowledge between personnel, along with acquiring knowledge from outside. Its key goal is to provide opportunities for finding good practice. Best Practices to lead to the development and build a strong knowledge base (Core Competence) of the organization to keep up with the changing world society that occurs all the time.

"Image" is a mental image in which a person has a perception of an organization, an institution, that person's mental image may come from his own direct experience, indirect experience.

The type of public image in terms of the image can be classified into four major types of funding.

1. Corporate Image (Corporate Image) Wiratlaphirattanakun (2540) explained that the image of an organization is an image that emerged in the minds of the people towards a particular organization, including the Manage the products and services that the organization or company sells.

2. Institution Image is an image that arises in the minds of the public towards the institution, most of them focus on the institution or organization alone, not including the products or services sold, so this type of image is an image. That reflects the management and operations of the organization in terms of personnel management systems, executives and employees), social responsibility and making public benefits, etc.

3. The image of the product or service (Product / Service Image) is the image that occurs in the minds of the people of the organization's products or services solely, excluding the organization or the company.

4. Brand Image is the image that occurs in the minds of the people of a particular brand, makes the product or service superior to other competitors, and can survive in memory and mind. Of the people, consumers can, even if many products come from the same company, but they do not have to have the same image as the brand image is considered unique depending on the product positioning (product positioning) of a particular brand That the company wants to be different (Differentiation) from other brands.

IV. RESEARCH METHODOLOGY

This research is quantitative, the research area is Royal Phuket Marie, with 70 employees selected as a sample of 59 people using a specific selection method (Purposive Area). In time 4.0 in the "Royal Phuket Marina" establishment, there are 2 types of research tools: 1) a questionnaire in which the researcher invented a question and brought it to the consultant to examine the question of whether it was appropriate or not and to the consultant. The question was edited to allow the researcher to interview with the establishment. 2) The interview form in which the researcher has created a question for himself, which was created based on the concept of development Training ideas And ideas about education This study will collect data on the implementation period between July - September 2019 In 2019, quantitative data were used for statistical analysis in data processing for analysis, using statistical value processing methods with ready-made statistical programs for social science analysis. Using research papers, analyzing, synthesizing information, and writing a descriptive lecture

V. EDITORIAL POLICY

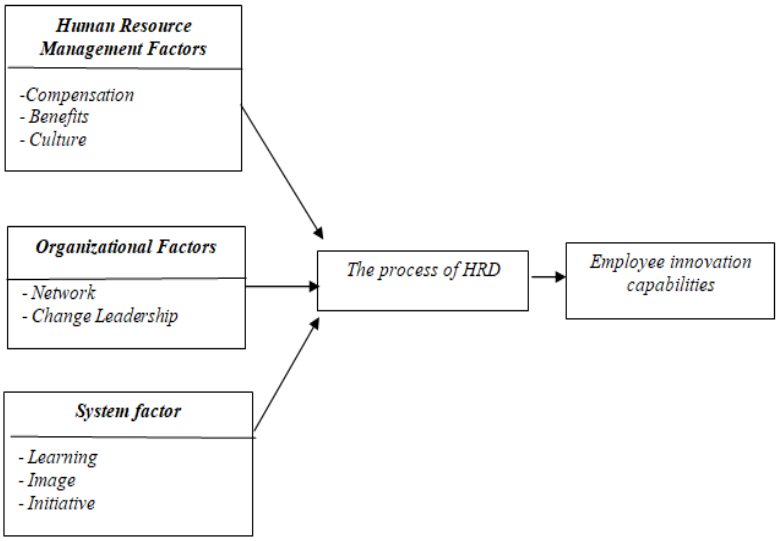


Figure 1 Research Concept Framework

VI. RESULT AND DISCUSSION

The study of human potential development within the organization to keep up with the 4.0 era in "Royal Phuket Marina" place is aimed to study and compare the potential of Royal Phuket Marina hotel staff by gender, age, work experience. Education background and position A total of 59 samples were used as a questionnaire as a tool for data collection. The statistics used for data analysis were frequency, percentage, mean, standard deviation, t-test

Development issues	Details
1. Changes in the hotel business.	Changed by the introduction of technology into the operation to make work easy. It is convenient and fast and the information is clear and accurate. The change in this business has expanded to many businesses because it has a database that supports the accuracy of the information.
2. Organization culture	Organizational personnel have a better organizational culture and always inherit a good culture for new personnel.
3. Employee learning	Employees learn all the time due to new technology and innovation constantly entering the employee communication system

1. The potential of the personnel in the organization is at a good level. With an average of 4.17, with the side with the highest average of human potential development within the organization to keep up with the 4.0 era is to support development and training, followed by teaching work training. A study of quality perception, using the device Apply knowledge from the use of technology to benefit. Training of personnel in rewriting information systems. Training in Technology Systems Operations Capacity training should be conducted and there should be a smooth study compared to capacity development, respectively.

VII. DISCUSSION

Developing the potential of personnel within the organization to keep up with the 4.0 era in the Royal Phuket Marina place Be satisfied and employees have not too hard-working morale It can also be expected that there will be Turnover rate and the rate of absenteeism is lower, as shown by the Phou Wittayaphan costume (2009: 202-203) discusses development through self-learning. (Self-Learning) that is a personnel development technique of the organization that emphasizes the employees' Take responsibility for your own learning and development Without needing to spend only time on work Employees can seek self-learning opportunities through the learning channels and media they need, which is suitable for employees who like to learn and develop themselves. (Self-Development), especially for employees with good performance. And talent development (Talented People). This potential development is necessary to be applied to develop individuals to have the potential for themselves and the organization as a measure of the coexistence of employees and the organization and, most importantly, the development of potential. Personnel within the organization will show that all employees are working satisfaction. And will make employees in the organization increase their bond with the organization It also reduces absenteeism and resignation. 9 It can be considered a good motivation

to work because there is rarely a large number of employees leave. The overall picture of training and development education is very high. And an overview of multicultural and cultural studies Is at a high level when considering the individual components, the issue with the highest average was culture education in the organization, followed by the survey of working problems of the people in the organization. Also, information technology was applied in the assessment, respectively, while the issue with the lowest average was cultural conflicts in the organization. From the conclusion of the questionnaire, it was revealed that the employees had ties in the organization, and the use of technology in the organization had modern tools and did not lack any resources to work

VIII. SUGGESTION

A. Recommendations from this study

1. The Royal Phuket Marina has no improvement in capacity development and training. By using technology and information Because of this survey Most employees are already using technology well.
2. Royal Phuket Marina Hotel that should be improved is the organizational culture due to the cultural conflict in the organization. Therefore, affecting the organization at a moderate level

B. The next study

1. In the next research Should study other factors. That affects the behavior of the employees to know the needs of the employees. To improve the efficient management of employees within the organization.
2. In the next research. Should study guidelines for developing personnel potential within the organization to keep up with the 4.0 era to increase employee potential. To work more efficiently
3. This research is quantitative. It may obtain limited or non-comprehensive information. Individual employees should be interviewed. To study in-depth on how employees, view work and organization.

Development issues of HRD	Details
1. Knowledge	Employees' skills and knowledge are developed regularly every year by organizing training
2. Emotional	Ethical training is always organized to employees
3. Network	There are many networks in the business network, including hotels, restaurants, and marina rental services Boat rental and boat sales
4. IT	Regular IT training is provided to keep personnel up to date and perform better and accurate information

Table 2 Recommendations for hoteliers

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