STRATEGIES FOR PLANNING AND DEVELOPING HUMAN RESOURCE COMPETENCIES OF OUTRIGGER LAGUNA PHUKET HOTEL STAFF TO THAILAND 4.0 TRANSITION

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Abstract - This study aimed at examining competencies factors, human resource planning, and strategies development of Outtrigger Laguna Phuket staff into Thailand 4.0 transition. A quantitative approach was employed in the study, and notions of competencies factors, strategies of human resource planning, Thailand 4.0 transition, and organization of learning development were conceptualized as a framework. A population of the study was 320 staff of the organization, and 174 were selected randomly employing probability and accidental sampling. A research tool used in collecting data was a questionnaire. The data obtained were analyzed with descriptive statistics, T-Test, Pearson' s Product-Moment Coefficient, and synthesizing analysis. The study found that in overall competencies factors, human resource planning, and strategies development to Thailand 4.0 transition were in a high level. Regarding Pearson correlation efficiency of learning development and competencies factors, it was indicated that team learning and shared vision were in the highest levels. As a result, it was suggested that administrators should bring these research findings into a consideration of competencies factors particularly in motivating staff, strategies in human resource administration, adjustment to Thailand 4.0 transition, as well as assurance planning of working. Furthermore, the finding could be used in the learning of organization in terms of technology application of Outtrigger Laguna Phuket staff and applied in a risk management.

Keywords - Competencies, Strategies for Planning, Thailand 4.0, Organization of Learning Development

I. INTRODUCTION

To develop a country under a vision of stability, prosperity and sustainability, an economy must be driven by innovations of industries into technology innovations. Hospitality business regarded significantly in Thailand tourism and in a transition of Thailand 4.0 in this 21st century must be empowered by technology innovations and creativity. In other words, service businesses should be more highlighted rather than production. This is resulting in a necessity to aware of strategies planning and new human resource competencies development system in order to serve changes of Thailand 4.0 transition . [1]

As a change happened, hospitality businesses tend to mainly focus on services to tourists by using a variety of technology in strategic planning and developing competencies of organizations. Planning is important and necessary in organization administration, and a good planning is composed obvious regulations causing an achievement of organizational development. A risk protection could be done with analysis of working procedures and working factors. Without planning, failure could be easily found. Thus, an organization must have a plan to promote efficacy of working procedures. Keys of success of working organizations are skills, knowledge, capabilities, and expertise in working so that to maximize competencies in human resource development. Competencies are the factors to develop staff proficiency resulting in a success of an organization. That is why general organizations try to bring out staff competencies as much as possible as to maintain their presence in organizations. [2]

A development of working competencies matching with needs of hotel staff are trainings. Throughout the process of trainings, collaboration in a workplace continually happen and assessment of working will be done as determined. Technology progression affects social changes causing of global societies and competitiveness in communication and transportation. Hotels consequently are in needs to develop skills and knowledge of staff which are reflecting through their behaviors and competencies. However, usually hidden competencies of staff are being ignored leading different problems occurred such as an attitude, motivation, and environment. This study, therefore, aimed at studying competencies levels of Outtrigger Laguna Phuket staff and their influential factors so that the administrators could take the findings into a consideration into planning as well as human resource department to develop the staff. [3]

As competitiveness among hotel entrepreneurs is getting increased, technology innovations were utilized in running business helping organizations survive. That is to say staff will be the main agent empowering an organization. As a result, researchers are realized the significance of Thailand 4.0 transition particularly in hotel businesses which directly affect tourism changes, and wish to bring strategies into planning and competencies development of human resources as much as possible.

III. OBJECTIVES OF THE RESEARCH

2.1 To study competencies factors of hotel staff in Thailand 4.0 transition
2.2 To identify planning of strategies of human resource
2.3 To provide a guideline of strategies development of Outtrigger Laguna Phuket Hotel

III. SCOPE OF THE STUDY

3.1 The context: Outrigger Laguna Phuket Hotel, 142/3, Moo 6, Cheangtalei, Thalang, Phuket, 83110
3.2 The population: 320 Outrigger Laguna Phuket Hotel staff, 175 selected as a sample of the study with a accidental sampling following Krejcie and Morgan's (1970: 608) table.
3.3 The content: variables of the study were as followed;
A. Independent variables were defined into (1) a section of general personal information of the staff consisting of their gender, salary, marital status, education level, and working experience, (2) factor competencies including knowledge, skills, attitudes, and motivations, (3) planning strategies of administration, creative thinking, and environments, (4) Thailand 4.0 transition including technology application and the internet, social distancing, health, and financial planning.
B. Dependent variables were such as competencies of Outrigger Laguna Phuket Hotel staff in Thailand 4.0 transition including values, knowledge, competencies, and a concept of beliefs driven into behaviors, goals of oneself, and fear.
3.4 Timeframe: the research was conducted during November 2020 to February 2021.
Regarding literature review mentioned including competencies factors, strategies planning of human resources, Thailand 4.0 transition, and development of learning organization, they were conceptualized as a framework as followed:

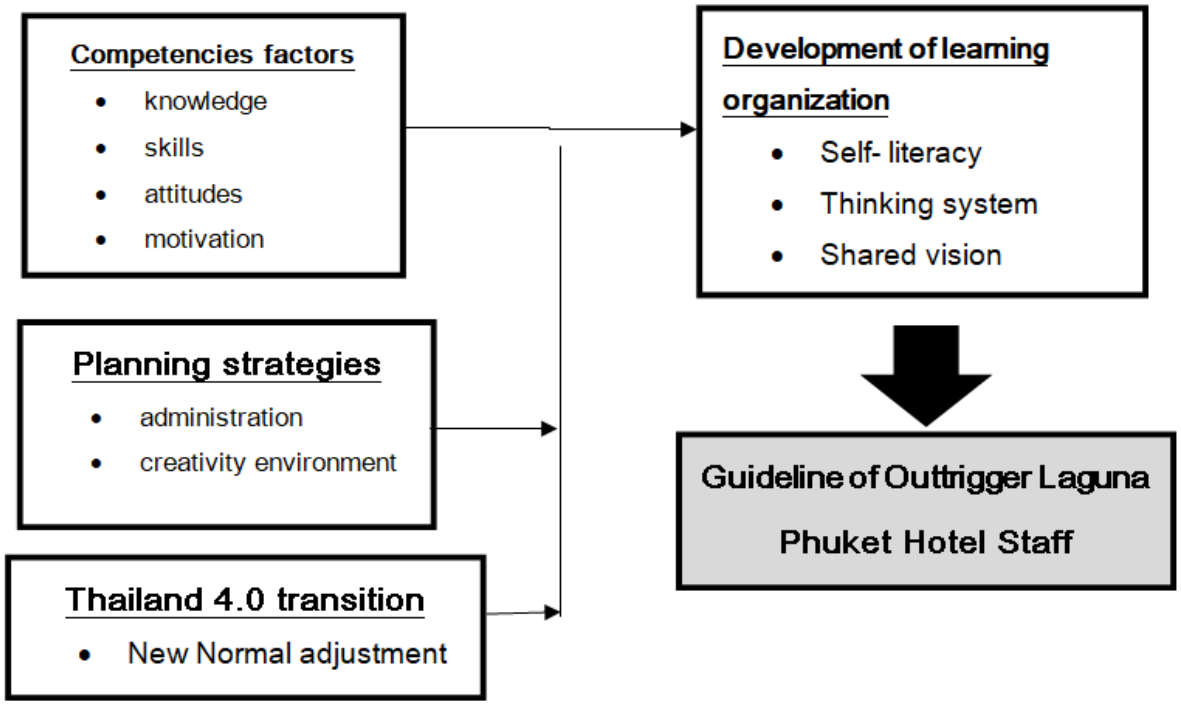


Figure 1 A Research Framework

V. RESEARCH METHODOLOGY

The study employed both quantitative and qualitative methods as presented below:
5.1 Population and sample
The population were 280 Outtrigger Laguna Hotel staff
The sample number were selected following Krejcie & Morgan's (1970) table with the probability and accidental sampling recruited for 165 staff.

5.2 The research tools used in collecting quantitative and qualitative data were a questionnaire designed in a five- rating scale following Likert Scales' values definition. To prove a content validity, three experts assessed the tool. The reliability of the questionnaire was tested by trying out 30 sampling, then Cronbach efficiency (1990) of the overall questionnaire were found at 0.95. In collecting qualitative data. An interview of representatives of human resource were applied.

5.3 In collecting quantitative and qualitative data, the researchers administered the questionnaire to Outtrigger Laguna Phuket hotel staff and 174 questionnaires were responded.

5.4 Data analysis and statistics used in analyzing the quantitative and qualitative data. The data obtained were arranged and filled in to analyze with a computer software package as followed:

1) Statistics used in testifying quality of the research tool were the content validity and reliability of the questionnaire.
2) Statistics used in analyzing data were frequency, percentage, average, standard deviation.
3) Pearson' s Product-Moment Coefficient was used in analyzing a relationship between components of each factor.

The findings of this quantitative and qualitative study were obtained from interviews and notetaking which were analyzed and synthesized into guidelines and suggestions to Outtrigger Laguna Phuket.

VI. FINDINGS

The study focused on strategies for planning and developing human resources competencies of Outtrigger Laguna Phuket. 165 out of 174 questionnaires administered were responded which were counted as a hundred percent of the sample of the study. The findings were summarized as followed:

A comparison between genders and learning organization regarding their differentiate average, standard deviation, t- test, and F- test efficiency was shown in Table 1.

Development of learning organization	Gender	$\overline{X}$	S.D.	T	Sig. (2-tailed)
Self- literacy	Female Male	4.2984 4.1600	.41476 .40808	.757	.047
Thinking system	Female Male	4.3125 4.1960	.42112 .41500	.861	.099
Shared vision	Female Male	4.3290 4.2680	.40661 .41915	.638	.376
Team working	Female Male	4.3645 4.1920	.42982 .43511	.613	.018
Systematic thinking	Female Male	4.3242 4.2280	.40210 .43333	.368	.164

Table 1 A comparison between genders and learning organization regarding their differentiate average, standard deviation, t- test, and F- test efficiency
***Statistically significant different at 0.05**

In table 1, a hypothesis was tested by using T-Test as the findings revealed that self- literacy was at .757(T) with .047 (Sig.), thinking pattern was at .861 (T) with .099 (Sig.), shared vision was at (T) .638 with 376 (Sig.) team working .613 (T) with .018 Sig.), thinking patterns .368 (T) with .164 (Sig.) which were higher that the level of statistical significance at .05

	Knowledge	Skills	Attitudes	Motivation
Knowledge	1			
Skills	.536*	1		
Attitudes	.325*	.378*	1	
Motivation	**.288***	.343*	**.651***	1
$\overline{x}$	4.3564	4.3870	4.4561	4.3523
S.D.	.32993	.34669	.38565	.41658

Table 2 An analysis of relationships between learning development organizations and competencies factors development of Outtrigger Laguna Phuket staff
***Statistically significant different at 0.05**

Table 2 presented the hypothesis test of Pearson' s Product-Moment Coefficient between learning organizations and competencies factors development. The finding presented that they were statistically significant related at .05. In the learning organizations, team working and shared vision development were mostly related at .703.

VII. DISCUSSION

Regarding the study of a relationship between social skills to working practices influencing learning organization, the findings could be summarized into four issues:

7.1 Competencies factors

As the factors competencies of Outtrigger Laguna Phuket hotel staff were studied, the factors were consisted of knowledge, skills, attitudes, and motivation.

The highest average mean of factors competencies was attitudes. The finding was similar to a study of [4] entitled Outcomes of Competencies Development of Organizational Administration with a Good Governance System which was revealed that overall administration was at a high level. This went along with competencies factors of Outtrigger Laguna Phuket hotel staff which were at high levels.

7.2 **Strategies for human resources planning**

As the strategies for human resources planning of Outtrigger Laguna Phuket hotel staff were studied, the factors were consisted of administration, creativity, and environments. [5]

The findings were indicated that a level of strategies for human resources planning was at high level. This was alike a finding of Soksai's study (2019) which focused on a case study of Chansom Hot Spa Hotel, Ranong for three- year. [6] It was reported that the visions of hotel were at high levels. The findings were similar with Outtrigger Laguna Phuket hotel staff which were at high levels. [7]

7.3 **The transition of Thailand 4.0**

Under the transition of Thailand 4.0, Outtrigger Laguna Phuket hotel staff adjusted working in five ways: (1) bringing technology integrated in working, (2) using online platforms in communication and coordination, (3) arranging insurances and health insurance, (4) wearing masks all time, and (5) financial planning for urgent cases. [8]

The study found that during Thailand 4.0 transition of Outtrigger Laguna Phuket Staff, wearing masks all the time was at a high level which correlated with Wattana's study (2017) [9]. He studied the plans to develop competencies of human resources in the transition of Thailand 4.0. In the other words. [10]

7.4 **Learning development organization**

Regarding learning development organization, the study found that Outtrigger Laguna Phuket hotel staff consisted of five factors which were self- literary, thinking patterns, shared visions, team working, and systematic thinking. [11]

The study found that a level of learning development organizations in thinking patters and shared visions were at high average means. [12,13] The finding was similar to a study of Tieamtan (2017) [4] entitled Outcomes of Competencies Development of Organizational Administration with a Good Governance System which was revealed that overall administration was at a high level. [14] This went along with learning development organizations in terms of thinking patters and shared visions of Outtrigger Laguna Phuket hotel staff which were at high levels. [15]

VIII. SUGGESTIONS

8.1 Suggestions for research findings application

As the study examined strategies for planning and developing human resources competencies of Outtrigger Laguna Phuket hotel staff into preparation of Thailand 4.0, the researchers suggested to make use of the research findings as follow:

8.1.1 Administrators may consider the findings in management of learning development organization, systematic thinking, and competencies factors in the process of improvement, development, and determining the ways to develop staff' s qualifications of Outtrigger Laguna Phuket hotel.

8.1.2 Administrators may consider the findings related to organizations of learning development, systematic thinking, competencies factors of Outtrigger Laguna Phuket hotel staff integrated in the stass preparation of Thailand 4.0 trnasition.

8.1.3 Administrators may consider the findings in making a decision of technology trainings as a preparation for Thailand 4.0 transition.

8.1.4 Administrators may consider the finding in a planning of job applications, number of positions, and equality.

8.1.5 Administrators may consider the findings in managing mentoring system particularly in Thailand 4.0 transition which put more emphasis on women.

8.2 Implications for the Future Research

In order to extend the implications of the study, the researchers would like to make suggestions for the future research as followed:

8.2.1 A study should focus on factors that affect strategies for planning Outtrigger Languna Phuket staff development.

8.2.2 A study should focus on problems and difficulties obstructed learning development of organizations in systematic thinking development and competencies factors in Thailand 4.0 transition of Outtrigger Languna Phuket.

8.2.3 A study should focus on a preparation of Outtrigger Languna Phuket staff into Thailand 4.0 transition.

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