

THE INFLUENCE OF EMPLOYEE WELBEING, EMPLOYEE MOTIVATION, EMPLOYEE ENGAGEMENT AND ORGANIZATIONAL CULTURE FOR TOURISM FIRM PERFORMANCE IN THAILAND.

Mullika Sanpakdee, Sudawan Somjai, and Pornkul Suksod

*Graduate School, Suan Sunandha Rajabhat University,
Bangkok, Thailand*

Email: sudawan,so@ssru.ac.th

ABSTRACT

Tourism is a major economic contributor to the Kingdom of Thailand. In 2018, Thailand had 1,433.50 billion baht in tourism income, or 9.7% of the country's GDP and the employment rate increased by 15.5%. In the year 2019, tourists increased by 4%, employment rate increased by 5.5% or equivalent to 6,154,000 positions. The growth and increasing number of tourists have resulted in the expansion or opening of more travel companies, causing more competition and employee turnover, therefore affecting service quality and tourism firm performance. The study found that the factors which had the highest influence on the tourism firm performance in Thailand were employee well-being, employee engagement, and employee motivation, respectively.

Keyword: Employees' Wellbeing / Employees' Engagement / Employees' Motivation
Organizational Culture/ Firm Performance

INTRODUCTION

Tourism is one of the most important sectors driving the Thai economy, which can continuously generate high income for Thailand. Hence, in 2018, the tourism industry was able to create Thailand's GDP of 1,433.5 billion baht or 9.7% of the country's total GDP. Including employment increased by 15.5% or approximately 5,834,000 positions and it is expected that in 2019 the number of tourists will increase by 4-6% and employment will increase 5.5% or approximately 6,154,000 positions. (World Travel & Tourism Council, 2018) The majority of tourism revenue is revenue from foreign tourists. It can be seen that the majority of tourism revenue is revenue from foreign tourists. In the year 2018, there were 34,431,489 foreign tourists visiting Thailand increasing by 7.53% which has generated Income for Thailand up to 2.16 trillion baht. (Tourism Council of Thailand, 2017)

Impressing and satisfying tourists are an important service in tourism operations. This will lead to the decision to repeat the journey which is an important goal. (Forouzandeh, Safahani and Fakhrabad, 2015) Chiang Mai, Phuket, Chon Buri, and Koh Samui are beautiful tourist destinations and are an important target of traveling in Thailand. These places therefore have a large number of foreign tourists, resulting in the expansion of the tourism business and the opening of new travel companies, in order to facilitate foreign tourists in various fields, including helping foreign tourists to make the most of their travel time.

The tourism business is intensely competitive because each company needs employees with skills, language proficiency, and quality service. Due to the expansion of the tourism business and opening new travel companies. (Knowledge Development for SME Division, 2017) The company takes time to train the development of tourism personnel in order to have expertise and competency, which some companies employ by paying high compensation to

attract talented employees to work. It was found that employees have a lot of work rotation and reduced loyalty to the organization, which directly affects the efficiency of the company in terms of cost, quality of service, and job security of the employees. This is because tourism requires a skilled staff, language ability to provide services, and communication with customers, especially foreign tourists.

From the study of the influence of factors on tourism firm performance in Thailand, there will be empirical data for policy decisions to determine the direction of business management in the future of tourism companies' executives.

Research Objective

The research objective of this research was to study the factor of employees' well beings', employees' motivation, employees' engagement and organizational culture that affecting for tourism firm performance in Thailand

Scope of Research

The research studied only the tourism firm in Chiangmai Province, Thailand

LITERATURE REVIEW

The academician defines organizational performance as the change of actual outcomes to defined outcomes or set targets, in which the actual outcomes are greater than targets, reflecting effective organization, good cost management. , And including reflecting the ability of entrepreneurs to manage the organization (Chen, et al., 2006). And another meaning is that the ability of the organization to affect the efficiency of the organization and create a competitive advantage because customers are loyal to the product or service of the organization (Zack, et al., 2009).

Well-being of employees is an important factor that positively correlates with organizational effectiveness because wellbeing is an important psychological factor. The well-being of employees will occur when employees are healthy and caused by living in a good and safe working environment. Ioan, 2010 states that personnel are an important part of making an organization effective. If people are able to create a balance between life and work, it will help reduce conflicts in life, which will lead to well-being in work which will affect work and create more benefits for the organization. It also retains valuable employees for the organization for longer and is Increase commitment and loyalty to the organization of employees.

The organization needs to create incentives for employees so that employees can perform their goals. The motivation that an organization generates to its employees is through various processes or methods, in which personnel or employees are important factors for the motivation of the organization's operations to achieve efficiency. Herselman, 2001 states that improving productivity is a challenge in linking employee motivation with work hours. Applying strategies such as salary increases, promotion, and improvement of the work environment will stimulate job satisfaction and motivate employees. Abiro (2013) studies show that employee motivation has a positive correlation with compensation, work environment, and organizational efficiency. It also found that employee motivation has a positive impact on organizational efficiency.

Employee engagement is the relationship between an organization and an employee. In the form of participation of employees in the organization is the relationship that occurs between employees and the responsibilities that are in the organization. The engagement happened to cause the staff commitment to the organization (Al-dalalmeh et, al, 2018). The employee involvement, acceptance and satisfaction, work happiness of employees, and workplace environment, these factors all contribute to organizational efficiency and organizational growth. Studies have found

that employee engagement affects organizational performance, and low levels of employee engagement, it makes employee motivation will stay low as well (Pillay, 2018).

Organizational culture is a common learning process for personnel in an organization that is important in organizational management, including adapting to the internal and external environment, thus influencing the people in the organization (Rodriguez & Hechanova, 2014). The exchange of experience in the organization leads to the form of joint correction and adjustment in the right direction and is accepted. Including the exchange of shared learning between the right people in the organization for behavior change, mood, and psychological thinking (Schein, 2004)

METHODOLOGY

This study is a survey research which uses a sample of the travel company staff in Chiang Mai, with a sample number of 20 times the variables studied, consisting of 300 samples. The samples were selected by multi-step randomization. The first step is randomly drawn up at least 5 districts. The second step is to randomly draw up at least 20 tour companies from each district, and the final step is to randomly select 3 staff of each tour companies that meets the criteria, totaling 300 people. The research tools had been used in questionnaires at 5-level estimation scale. The instrument quality was evaluated by finding the content validity and the reliability of the instrument by using the Cronbach's alpha coefficient to obtain the reliability equal to 0.846. The data was analyzed using structural equation.

RESULT

The results showed that the factors which had the highest influence on the tourism firm performance in Thailand were employee well-being, employee engagement, and employee motivation, respectively.

Discussions and conclusion

The well-being of employees is important and has the highest influence on the firm's performance of tourism companies in Chiang Mai, Thailand. Due to the well-being of the human psychological need to come up with their own. Because a highly competitive operation puts employees at risk, but if employees are well-being it will benefit the firm's performance of the organization. Engagement is another key factor for firm performance as well, because when employees become engaged with the organization or perceive that they are part of the organization, it will make their employees become more dedicated in their work. And another important factor is Motivation for employees because if employees receive sufficient and appropriate internal and external stimuli, it will benefit the firm performance.

Suggestion

The researchers suggest that creating guidelines that encourages employees to participate, workplace environment promotes work-life balance, appropriate compensation, and strengthening the relationship between employee and entrepreneur are factors that affect the tourism firm performance in Chiang Mai, Thailand.

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