FACTORS AFFECTING THE SELECTION OF WORK IN THE TOURISM INDUSTRY AND NEW NORMAL SERVICES OF STUDENTS TOURISM INDUSTRY AND HOSPITALITY MANAGEMENT, SUAN SUNANDHA RAJABHAT UNIVERSITY

**Bua Srikos, Weera Weerasophon, Chantouch Wannathanom,
Penprapa Teeranuwat, Wasan Ditbrmrung**

Tourism Industry and Hospitality Management Department
Suan Sunandha Rajabhat University
Email: bua.sr@ssru.ac.th; weera.we@ssru.ac.th, s63134449105@ssru.ac.th

ABSTRACT

The purpose of this research was to study factors affecting the choice of employment in the new normal tourism and service industries among tourism and service industry management students. Suan Sunandha Rajabhat University After the COVID-19 situation to assess the number of workers in the tourism and service industries in the future and to guide decision-making in the tourism and service industry academic department. The researchers summarized and discussed the research results by using online questionnaires as a data collection tool. by sampling method A total of 215 sets of data can be stored as follows: Gender: Most of the respondents were female, aged 18–23 years old, and studying in their fourth year. Most of them had an income of less than 5,000 baht. Tourism and service industry management students Most of Suan Sunandha Rajabhat University Interested in working in the business with the following departments 1) Airline business to flight attendants the most 2) Hotel and accommodation business to the front office manager the most 3) Travel business per tour operator the most 4) Restaurant business per store manager the most 5) Other businesses per career, merchants/online merchants the most, and factors affecting the choice to work in the tourism and service industry. Of the students in Tourism and Service Industry Management Suan Sunandha Rajabhat University as follows 1) External factors are management attitudes. There are promotion and support for personnel to advance in their careers. Have the opportunity to receive continuous training and knowledge development and be able to work happily under the attitude of the management. 2) Internal factors are remuneration and welfare. Compensation in both monetary and non - monetary forms is what graduates expect from their performance.

Keywords: tourism and service industry, New Normal, students

INTRODUCTION

The National Statistical Office revealed that the results of a survey of the working conditions of Thai people in July 2022 showed that the Thai population in the working age There are a total of 40.1 million people, 39.48 million people are employed, 5.14 hundred thousand unemployed, and 0.21 hundred thousand unemployed waiting for the season. In July 2022, the unemployed were 5.14 hundred thousand people, representing an unemployment rate of 1.3% of total labor However, compared to June 2022, the number of unemployed decreased by 0.67 hundred thousand people and the unemployment rate decreased by 1.4% to 1.3%. However, when considering the level of education, it was found that the number of unemployed graduates It was found that graduates in higher education were the most unemployed, with over 2.35 hundred thousand unemployed, a slight increase from the month. Last Jun. Followed by

high school level, 0.75 hundred thousand people, vocational/vocational certificate level. 0.71 hundred thousand people and 0.65 hundred thousand people at the junior high school level were unemployed. In addition, it was found that unemployed people who had never worked before Or a group of new graduates who graduated from higher education institutions were the most unemployed, amounting to 1.5 hundred thousand people, or 58.8% of the unemployed who had never worked before. Followed by high school level 0.37 hundred thousand people (14.5%) and vocational/vocational certificate level 0.27 hundred thousand people (10.6%) respectively unemployed people who have worked before Completed tertiary education, 0.84 hundred thousand people (32.4% of unemployed people who had worked before), followed by lower secondary level 0.45 hundred thousand people (17.4%) and vocational/vocational certificate levels. 0.44 hundred thousand people (Bangkok Business 2022)

During the past year, the COVID-19 has directly affected hotel business around the world. Due to the closure of the border, there was no freedom to travel as in the past. Only domestic travel can be carried out normally. The COVID-19 is still serious in some countries. When the hotel crisis is inevitably affected by the COVID-19, domestic travel may be impossible. Hotels around the world must find an adaptive strategy to survive and find new customers (Pran Suwannatat, 2021)

From problems, both in terms of the situation of COVID-19 uncertainty and the problem of layoffs of various companies in the tourism and service industry. Makes college students service industry management, Tourism and Service Industry Management Suan Sunandha Rajabhat University.There has been a drastic reduction in the number of problems that have arisen and those mentioned above. This makes the researcher want to study factors affecting the choice to work in the tourism industry and the new normal of service industry management college students. Tourism and Service Industry Management Suan Sunandha Rajabhat University After the COVID-19 situation To know the number of workers in the tourism and service industry in the future that can grow after the COVID-19 crisis And to be a guideline for making decision to study in the Tourism Industry and Services Department of new students. Suan Sunandha Rajabhat University can use this research as a guideline for the management of the College of Industrial Management in the future.

RESEARCH OBJECTIVES

1. To study factors affecting the choice of employment in the tourism industry and the new normal of tourism and service industry management students. Suan Sunandha Rajabhat University After the situation of COVID-19.
2. To be a guideline for making a decision to study in the tourism and service industry.

RESEARCH FRAMEWORK

This research was in the form of quantitative research. The researcher conducts research on the following topics.
1) Population and sample Participants in detailed inquiry is a student in tourism and service industry management Suan Sunandha Rajabhat University From the 1st to 4th year of 589 people and students who have just graduated in the academic year 2021 by random sampling of 400 people.
2) Research tools
    2.1 Tools for collecting general information and checklists, including:
        Part 1 General Information Gender Age Education Level Monthly Income Research Field
        Part 2 Career information interested in work

1) Airline business
2) Hotel and accommodation business
3) Tourism
4) Restaurant business
5) Other businesses
    Part 3 Factors affecting employment choices in tourism and service industries
    Part 4 Additional Recommendations

3) The construction and quality of the tool consisted of the following steps: 3.1 The researcher would conduct a quantitative interview to analyze the opinions of those who had taken the questionnaire by classifying and summarizing the results.

4) Data analysis, i.e. the researcher analyzed the data of those who expressed their opinions on the questionnaire. From the quantitative questionnaire By creating a questionnaire in the form of a website and a paper questionnaire. For students in tourism and service industry management Suan Sunandha Rajabhat University, 1st-4th year, 589 people, after which the results are summarized.

RESEARCH REGULATIONS

1. The researcher planned to collect information about the interest in employment in the tourism and service industry of tourism and service industry management students. Suan Sunandha Rajabhat University.

2. Survey and study related documents and research. Work to be studied is documented on the situation of Thai tourism and related businesses before the situation of COVID-19. Thai tourism situation and related businesses after the COVID-19 situation, etc.

3. Collect relevant documents and research on the tourism industry and services from university libraries, online media, and credible academic journals.

RESULTS

Part 1 analyzes general information of tourism and service industry management students. service industry college Suan Sunandha Rajabhat University as basic information.

The study found that the majority of the population was 174 women, accounting for 80.9%, followed by 23 alternative genders, accounting for 80%. 10.7 and 18 men, or 8.4%, is classified by age. The majority of the population is between the ages of 18 and 23, 157 people, or 73.0%. The second is 38 people aged 24-30, accounting for 17.7%, and 12 people under the age of 18, accounting for 5.6%. There are 8 people aged 30 or above, accounting for 3.7%. The majority of the population study in the fourth grade, 81 people, accounting for 37.7%. 60 graduates (27.9%) are studying in the first grade, and 31 graduates (14.4%) are studying in the first grade. 2.23 people (10.7%) and 20 people (9.3%) are in the third grade, most of whom earn less than 5000. 83 baht or 38.6%, followed by 5000 to 10000 baht, 67 people or 31.2%, with income exceeding 15000 baht. 35 persons or 16.3%, income 10001 - 15000 Baht, 30 persons or 13.9%

Part 2 analyzes education about careers interested in employment of tourism and service industry management students, service industry college Suan Sunandha Rajabhat University, including the airline business Hotel and accommodation business travel business Restaurant business other businesses as follows.

Interested in the aviation industry This shows that most people are interested in the aviation business of 66 flight attendants, accounting for 30.7%, followed by 49 ground service personnel, accounting for 22.8%, and 22 others, accounting for 10.2%. 19 or 8.8%, 17 aviation

kitchen staff or 7.9% 16 or 7.5%, 14 ticket salesmen or 6.5% 7 or 3.3%, 5 or 2.3% Interested in hotel and accommodation business This shows that most people are interested in hotel and accommodation business. There are 49 front office managers, accounting for 22.8 Followed by 36% or 16.7% of receptionists and 35% or 35% of sales and public relations managers. 16.3 Other 29 people or 13.5% reservation staff 19 people or 8.8% chef 16 people 7.4% of cashiers, 15 or 7.0% of telephone operators, 5.6% of baggage operators 4 people, accounting for 1.9% of tourism interest, indicating that most people 61 people, accounting for 28.4%, are interested in tourism business in the tourism sector, followed by personnel and tour guides. 41% or 19.0% Sales and Marketing Department 26 persons or 12.1% Other 25 persons or 11.6% Operation and Tourism Department 24 or 11.2%, 23 or 10.7%, 15 or 15% 7.0 Interest in restaurant business shows that most people 81 people were interested in the restaurant business, accounting for 37.7% of restaurant managers, followed by receptionists. 29 or 13.5% Others 24 or 11.2% Chefs 22 or 10.2% Waiters 20 or 9.3%, 17 assistant chefs or 7.9%, 15 waiters or 7.0%, kitchen staff 7 people, accounting for 3.2% of the work interests of other enterprises There are 93 online merchants/merchants interested in other businesses, accounting for 43.2%, followed by influential people. 74 people, accounting for 34.4%; the number of bloggers is the same, 24 people, accounting for 11.2%.

Part 3 Analyze and investigate the factors that affect students' job choices in the hotel industry, tourism industry and hotel industry. School of Service Industry of Suan Sunandha Rajabhat University.

The study found that the external factors that affect the job choice in the hotel industry found that: External factors affecting employment choice in the hotel industry ($\bar{x}$ = 4.01) Considering each problem, it is found that it has a great impact on the job selection of the service industry, and the most important is the attitude of the management personnel. ($\bar{x}$ = 4.32) The domestic economic situation is on average the same as the environment around the company ($\bar{x}$ = 4.16) The Company's social welfare and reputation are equal ($\bar{x}$ = 4.03) Epidemic situation ($\bar{x}$ = 3.98) Social values ($\bar{x}$ = 3.91) Job challenges ($\bar{x}$ = 3.88) Articles of Association ($\bar{x}$ = 3.85) Political situation ($\bar{x}$ = 3.80) Findings of internal factors affecting job selection in the hotel industry: Internal factors affecting employment choice in hotel industry ($\bar{x}$ = 4.17) Considering these factors, the factors that affect the job selection in the hotel industry are salary and welfare. ($\bar{x}$ = 4.78) Occupational stability ($\bar{x}$ = 4.38) Paid leave ($\bar{x}$ = 4.31) Career Development ($\bar{x}$ = 4.27) Learning and development opportunities ($\bar{x}$ = 4.24) Relationship with colleagues ($\bar{x}$ = 4.23) Supervisor/customer pressure ($\bar{x}$ = 4.17) Job description ($\bar{x}$ = 4.16) Distance between workplace and accommodation ($\bar{x}$ = 4.14) Restrictions on gender rights ($\bar{x}$ = 3.06)

Part 4 Suggestions and Opinions

In addition, there are also other additional suggestions, such as wanting the branch to add more free subjects to work in the tourism or service industry. It is a career that seems to be stable. But in fact, the administration of the country and economics It is a major factor that makes these jobs unstable. In which working in the service industry should be a job that has a reward that is worth the work. From the current situation in Thailand current economy making life quite difficult and greatly affect the tourism and service industry. Which, if in the future the country's economy improves, it will also make the tourism industry and service better, causing fewer graduates to lose their jobs and have a better living.

DISCUSS THE RESULTS OF THE STUDY

From a research study on factors affecting the choice of employment in the tourism and service industry as a new normal for tourism and service industry management students. Suan Sunandha Rajabhat University To study the interest in working in the tourism and service industries of tourism and service industry management students. Suan Sunandha Rajabhat University The results can be discussed as follows: Part 1 General Data Analysis.

Research shows that the majority of the population is female, followed by alternative and male by age, and most of them are between 18 and 23 years old. At present, they are studying in the fourth grade, followed by those who have just graduated. Most of them earn less than 5000 baht. (2021) studied the views of new graduates on employment promotion plans for new graduates in the public and private sectors. The study found that: 1) Most of the respondents were women, accounting for 61.16%, aged 21-23 years, accounting for 67.92%. 90.57% graduated from the Higher Vocational Certificate (Higher Vocational Certificate) and worked for more than 5 months, accounting for 100.00%. Most of them are aware of new graduate employment promotion projects in the public and private sectors. Most of them participate in the project because they want to become administrators. The factors that affect career decision-making are: The factors influencing the success of the project are: Support and cooperation of all relevant institutions Consistent with the research results, analyze the vocational education that is interested in the work of students majoring in tourism and service industry management. School of Service Industry In terms of interest in the aviation industry, most people are interested in the aviation industry work of flight attendants. The second is ground service personnel, Thanakorn Narongwanich (2022). Study on the risk of coronavirus outbreak The study found that operators understand various fields and understand the most effective communication, followed by: Implementation capability and understanding of the risk types of operators affect the application of operators' development knowledge. Interested in hotel and accommodation business This shows that most people are interested in working in the hotel and accommodation business, followed by the front office manager. Weera Weerasophon. (2021) Receptionists who are interested in tourism show that most people Interested in working in the tourism business, followed by the human resources and tour guide department, sales and marketing department. The interest in restaurant business shows that most people are interested in restaurant business managers. In terms of interest in other businesses, most people are interested in engaging in online businesses, followed by: Influencers, bloggers, etc. Part 3 Analyze and investigate the factors that affect students' job choices in the hotel industry, tourism industry and hotel industry. School of Service Industry of Suan Sunandha Rajabhat University The external factors influencing the job choice in the hotel industry is as follows: The external factors that affect the overall employment choice of the service industry are very high. In view of this, it is found that it has greatly affected the job choice of the hotel industry, and the most important is the attitude of the management. The domestic economy and the environment around the company are equal, and the welfare of society and organizations and the reputation of the company are equal. Thittarat Pimpaporn and Prasopchai Pasunon (2016) studied the well-being of employees in the operation layer of Pattaya hotel business. The study found that happiness at work consists of six factors. The most valuable level of happiness at work is the importance of work, followed by This includes interpersonal relationships, positive thinking, leadership, and policy. Among the internal factors influencing the choice of work in the hotel industry, the degree of work freedom is high. The internal factors that affect the overall employment choice of the hotel industry are very high. Considering these factors, the factors that affect the job choice in the hotel industry are salary and welfare. Career security, paid holidays, career development, learning and development opportunities Suthasinee Ampilasai, et al., (2019) studied The Demand for Competency Development in Performance

of Hotel and Resort Employees in Phetchaburi Province Guidelines for developing performance improvement courses that meet the needs of Phetchaburi hotel and resort employees Skills training for each department. Organize activities to create love and unity. The supervisor gives lectures continuously. The evaluation shall be carried out according to the specified time.

REFERENCES

Banfkok Business, (2022), open statistics of 5.6 million Thai workers, working less than 5 hours a day, 1.5 hundred thousand students kicking dust, accessed on 7 November 2022, from https://www.bangkokbiznews.com/business/economic/ 1024964

Kanyawee Klomklieng, (2021), Opinions of New Graduates to Government Co-Payment Project by the Public and Private Sectors, Journal of humanities and social sciences Mahamakut buddhist university Isan campus, 2(3), 1-8

Pran Suwannatat (2021), global hotels use the hotel subscription system to work from anywhere during COVID-19 From November 7, 2022 https://brandinside.asia/hotel-subscription-trend-after-covid-   19/

Suthasinee Ampilasai, et al., (2019), The Demand for Competency Development in Performance of Hotel and Resort Employees in Phetchaburi Province, Journal of Management Science Review, 21(2), 145-154.

Thanakorn Narongvanich (2022), Airline Workers on the Risk of the Corona Virus Epidemic, Graduate   School Suan Dusit University, 18(1), 195-210

Thittarat Pimpaporn and Prasopchai Pasunon (2016), Work HappinessComponent of Operating Staffin Hotel Business, Pattaya City, Veridian E-Journal,Silpakorn University, 9(1), 121-139

Weera Weerasophon. (2021), Guideline for Management Development and Service Quality of Boutique   Hotels located in Bangkok, Journal of Humanities and Social Sciences, Suan Sunandha Rajabhat University Vol.4 No.2 105-119