

Organizational Factors Affecting Operational Efficiency in the Tourism Business in Thailand

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Abstract:- Dynamic Productivity model, organizational factors affecting operational efficiency in the tourism business that interest to study organizational factors affecting strategic management productivity. Thailand travel business and study organizational factors affecting the operational efficiency of Thailand's travel business. Data correction Thai travel business group, number 113 in Thailand was randomly sampled in the descriptive statistics section. The statistics used to test the hypothesis were multiple regression analyses. The results of the research showed a correlation between the Organization factor correlation test That affects operational efficiency in Thailand's tourism business (Y_1), the group of consumers who buy products and services in terms of customer focus (X_1) has a P-value equal to 0.001, less than 0.05 ($0.000 < 0.05$) and awareness Culturally (X_4) has a P-value equal to 0.001, less than 0.05 ($0.000 < 0.05$), which can be written as a regression analysis equation as follows:

$$Y=181.516 + 1.344 (X_1) + 2.312 (X_4)$$

Keywords:- Organizational, Factors Affecting Operational Efficiency, Tourism Business In Thailand.

I. INTRODUCTION

Thailand's government looking more at tourism revenue than actual numbers. In what is almost certainly a logical strategic move within the key tourism industry, moves are underway to encourage Tourism earnings should increase by at least five percent every year, instead of just focusing on bigger numbers. The Bank of Thailand is a place where people keep their money safe. has forecast 34.9 million tourist arrivals for 2017, which will represent an increase of around seven percent over 2016. The expectation is that in 2018 tourist numbers will expand even further, to an estimated 37.3 million. The numbers alone will mean Southeast Asia's second-largest The country's money will grow by 3. 5% in 2020 and 3. 7% in 2018. [1] All good numbers of course, but those tasked with managing the tourism sector know that Thailand needs to also become a quality tourism destination. They know that rising wages and an appreciating baht will quickly erode the 'cheapest destination' tag. While Bangkok and Thailand in general are still viewed as being relatively inexpensive places to visit, this will change over time, and the country needs to be prepared for this.

The government has stressed that quality tourism is not simply about attracting people with plenty of money to spend. It's about catering properly to a variety of budgets to make Thailand a destination to which visitors will return, hopefully, more than once. [2] According to according to the Ministry of Tourism and Sports. This is because of all the people from other countries who come to visit. receipts of 1.6 trillion baht in 2016 showed that China accounted for a massive 28 percent, more than any other single country. Receipts from the rest of Asia totaled 30 percent while Europe contributed 27 percent and six percent came from the Americas. While China is now the single most important country for tourism receipts, with 8.8 million arrivals, Visitors from the United Arab Emirates (UAE) and Saudi Arabia spend around 7,000 baht per day while those from Kuwait spend around 6,800 baht per day, according to figures produced by the Tourism Ministry for the 2016 calendar year. Visitors from Hong Kong spend a touch over 6,000 baht per day while those from Singapore spend a similar amount, as do those from China and, perhaps surprisingly, Egypt. As far as countries where English is the dominant language, it's Australians who spend the most per capita, parting with an average of 5,831 baht each. Australians also stay an average of 14 days, which is the longest of any of the top 10 nationalities included in the biggest spending list. Tourism accounts for around 18 percent of GDP[5] but the government is well aware of the pressures presented by the rise of Myanmar and, especially, Vietnam as Southeast Asian visitor destinations. In 2013, Thailand briefly overtook Malaysia as Southeast Asia's top tourism destination, dropped back into second place in 2014 but has since surged clear. Nonetheless, Malaysia, as well as Singapore, and Indonesia have continued to show steady tourism growth numbers and even the Thai government recognizes that the country cannot just keep growing numbers per se, as the tourism infrastructure will be unable to cope. Hence the swing away from sheer numbers to a more selective attempt to attract 'quality' tourists. Only time will tell if they will be successful[3]. (<https://thailand-business-supplement.com>)



Fig 1. 20-Year National Strategy (2017-2036)

To complete a task that shows in both daily tasks and bigger projects. Moreover, when people discuss specific literary topics at a personal level, they refer to them as human factors. Also, the difference in opinions between researchers and those who put theory into practice is not very important. The term "productivity" is used a lot in this research and it includes many different things. This makes it the most broad and far-reaching group. We discovered that people who work in small construction businesses in New Zealand have different beliefs about productivity issues compared to people in other countries and areas. [4] Our research creates a plan for the construction industry in New Zealand. We understand how people in this industry think, and our plan includes everyone involved from top to bottom. Here is the plan: (insert model). As we spoke about before, productivity can be complicated and everyone has their own understanding of what it means. Contractors believe productivity means doing work quickly and completing it on schedule, while clients think it also involves making sure the construction work is of good quality. Health and safety are important for being productive, and people are starting to care more about environmental problems when it comes to work. Please provide the text that needs to be simplified. The second group of ideas is about doing good work. For people who are being interviewed, this means that they may need tools or different things to do their job, they may have to redo things, they might make mistakes, the original plan might be changed, and there may be interruptions. The word "management" is commonly used in many interviews and is a part of this topic. Having a good plan is really important to do a good job. If you don't plan well, you won't be able to work efficiently. Good communication and working together are important for doing good work, especially when many people are involved in a project. Furthermore, things like the surroundings, job situation, and how difficult the project is can all be put together under this grouping. Please provide the text that needs to be rewritten in simple words. This means that workers cannot control this type of thing completely. Building things requires the hard work and skills of good people. The information we studied supports this idea, and it shows how people's actions influence the job they do. The first important thing that helps something be good is motivation. This includes lots of smaller things that also matter. When people have problems at home or with their personal life, they might miss work. This can lead to less

work being done overall. Other things that matter for humans are their abilities and past experiences. Building work depends on abilities that have been learned, as well as on knowledge acquired from previous work experience. Not having both things makes it seem like the worker isn't good at doing good work. Training is related to things like education, age, gender, and ethnic background. Several people who were interviewed said that having a diverse group of coworkers is valuable because when people with different abilities work together, they can make a better work environment and get more done. The final level has ideas about things like company rules, how big the organization is, and the culture. These things are all part of what makes up an organization. But, at this stage, there are two different types of things that can affect a company: things that happen within the company and things that happen outside of it. The success of a company depends on its goals, who is in charge, who owns it, how it's organized, and other similar things. Most people who were interviewed agreed that good workers prefer to work for good companies, and the opposite is also true. The people who use a service, the government, worker groups, and other organizations can also have an impact on a company. To put it simply, Figure 19 shows a new version of Figure 6's hierarchical model that is based on literature. This means the ideas and opinions of people who know a lot about how buildings are made in New Zealand. The picture in Figure 17 shows how different things affect productivity, but it doesn't show how those things work together. To learn how different things are connected and affect each other, researchers are studying how productivity works. They are trying to make a picture that shows how the different parts all work together. Figure 20 shows a model called "high-level dynamic productivity" that was made using research. Please provide the original text for me to rewrite in simple words. To understand why some people don't work well, we need to know what makes them work badly and how this affects everything else. It's hard for small construction companies to keep going because they don't make much money, so they can't invest or expand. If a company doesn't make enough money, it can't survive, get better, or become bigger. They might not succeed and they could lose their skills, which might affect the quality of their work. The place gets very competitive and people are fighting against each other like dogs. This harmful cycle makes things worse when profits are low, and needs to be stopped. Sometimes, even if a company is doing really well, there are things outside of their control that can affect how productive they are. It's really hard for one company to control everything. A sector that is well-organized can help to control some of the ups and downs and impacts, especially if they are clear about how they set prices, bid on projects, and make decisions. Improving productivity can be hard, especially when it involves people. We can't expect a quick or easy solution to fix it. Please provide a specific text for me to rewrite in simpler language. Instead of trying to fix a few things, we need to look at everything together to solve the productivity problem. Up until now, what the participants know and think has been combined and made shorter in the dynamic productivity model. This model suggests that there are five important things to consider when working in construction: the work itself, the workers, the project management, the

management teams, and how the industry is viewed. Construction work is different from making things or growing crops because it's not done by machines and each project has its own special problems and features. Construction workers have a hard time working because they have to deal with bad weather like really hot sun, lots of rain, high wind, and sticky humidity. Unsafe situations, accidents, and limitations in the work environment can all decrease how much work can be done. When we have access to things like tools and equipment, it helps us work better and get more done. This is something that both books and models have shown. Some of the money spent is because of investing in equipment or buildings, but a lot of it is wasted because of bad planning, teamwork, or talking to each other. It's a good idea to have a backup plan in case something goes wrong. If you have a backup plan, your workers can use their time to do other important tasks, like keeping things safe or fixing things that need to be maintained. Our research found that things that affect productivity are mostly about workers, and motivation is really important. Please provide the text to be rewritten. During the interviews, people mentioned things that motivated them, like pay, their workplace, and how they feel about themselves. They also talked about how happy they are with their job and what they might do in the future. Most people in the construction industry agree that having skilled workers is important for completing a project well. It's also important to have enough qualified workers available for the job. In the past, companies usually hire more workers when things are going well, and then let some go when things get harder. The fact that small businesses sometimes can't guarantee steady employment makes it hard to convince good job candidates to work for them. Rewrite this text using simpler words. Maybe the industry could create a way to help workers move easily from one company to another. Sometimes, a few unhappy or negative workers can make other workers lose their motivation and not work well. Using drugs or alcohol, or being unfair to people because of their race or gender, can also make a workplace unhealthy. Project management is closely related to getting things done efficiently. This involves making plans for time, quality, waste reduction, health and safety, and managing costs. A lot of people who were interviewed said that if we use simple techniques and knowledge to manage projects, it can help get more work done. Small businesses need project management skills ranging from managing time to understanding quality concepts. A training program for managing projects would help people work better. In a small business, the middle managers are very important. They are the link between the workers and the owners.

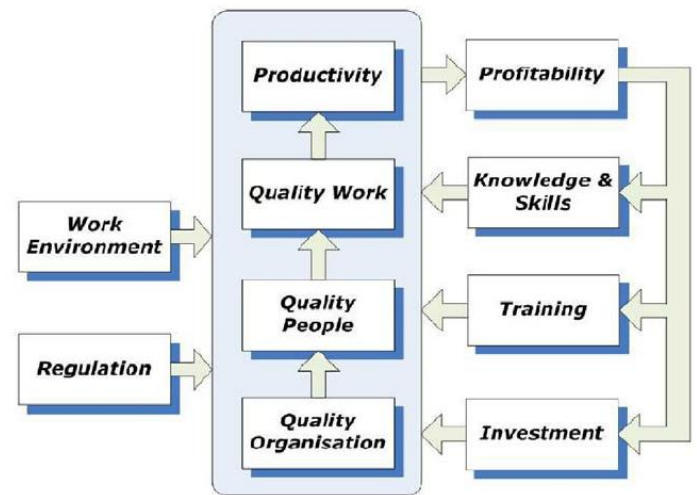


Fig 2. Dynamic Productivity model.
(<https://www.researchgate.net/>)

II. RESEARCH OBJECTIVES

The researcher is interested in studying

- To study organizational factors affecting strategic management productivity. Thailand travel business.
- To study organizational factors affecting the operational efficiency of Thailand's travel business.

III. RESEARCH METHODOLOGY

A group of travel businesses from Thailand, called number 113, was picked at random for a study about statistics. We tested our idea by using numbers to see if it was true. We did this by doing something called multiple regression analyses

IV. RESULTS

The study found that in Thailand's tourism industry, the way a business is organized affects how well it operates. People who are focused on being good customers and who understand the local culture are important for businesses. The data showed this was true with a high level of certainty. We can write an equation to show the relationship between these factors.

Table 1. Descriptive statistics for multiple regression analysis

Model	Sum of Squares	df	Mean Square	F
Regression	27806.427	1	27806.427	33.464
Residual	23266.240	28	830.937	
Total	51072.667	29		
Regression	35248.341	2	17624.171	30.071
Residual	15824.325	27	586.086	
Total	51072.667	29		

Multiple R 0.738
 R Square 0.544
 Adjusted R Square 0.528
 Standard Error 28.826

Significance at the 0.05 level

V. DISCUSSION AND CONCLUSION

The results were discovered in this study.

- Consideration of Organization factor correlation test That affects operational efficiency in Thailand's tourism business in the four components as follows:
 - Customer focus Customer-focused businesses are built around customers' needs. Becoming one involves concentrating on how every interaction helps the customer
 - Competitor focus If you are competitor focused, you have to wait until there is a competitor doing something. Being customer-focused allows you to be more pioneering.
 - Technology focus, innovation capability of general information about each technology along with potential considerations.
 - Cultural awareness is sensitivity to the similarities and differences that exist between two different cultures and the use of this sensitivity in effective communication with members of another cultural group

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This article is about a study on how certain factors affect how well tourism businesses in Thailand operate. The study found that the way businesses focus on their customers and how aware they are of their customers' culture both had an impact. The study used math to show the relationship between these factors and operational efficiency: $Y = 181.516 + 1344(X_1) + 2.312$

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