GUIDELINES TO DEVELOP CORE COMPETENCY OF SPA AND HEALTH BUSINESS EMPLOYEES IN RANONG PROVINCE, THAILAND

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Abstract- The objectives of this research were to develop the core competency of the employees of spa and health business and to assess the core competency of spa and health business in Ranong province, Thailand. The sample group included group of spa managers who were certified for standard quality of spa and health business, the group of 20 employees of spa and health business, and the group of customers of spa and health business. The non-probability sampling was utilized since the number of customers was undetermined. Multi-stage sampling was also utilized starting with six spa and health businesses and the researcher selected 10 samples from each spa and health business, 60 samples was obtained. The findings revealed that there were two parts of core competency. Part one consisted of three core competencies: service mind, team responsibility, and relationship, cooperation, and partnership. Part two consisted of three competencies: massage and treatment, health and safety, and others.

Keywords- Competency, Employees, Spa and Health.

I. INTRODUCTION

Ranong is the city for spa and health business and has a high potential to be developed to be the world class of spa and health business. This is the conclusion of the seminar on the topic of "Ranong to be the spa and health city of the world" This was the cooperation project between local business, local tourists association, local hospitals, city of Ranong, and both private sector and public sector. The seminar helped to create a positive environment for spa and health business. Also, it promoted the awareness of the city and its main tourist attractions, and get the local business to be ready to serve the coming tourists.

Moreover, Ranong as a province has focus on the strategy to create itself to be the spa and health business center of Thailand. Therefore, there is a cooperation to set up Ranong spa association which has the main objective to promote the development and the standard of spa and health business. For instance, it is important to crate standard quality of employees, training, operation of spa, and to provide the knowledge and the benefits of spa to general public.

Spa employees is one the main factors to make this business a successful. Employees can be considered as the main resource and the main value. The longer they work with the business, the more experience they will possess. Therefore, the study of the core competency of spa and health business and employees is to search the better way to create a guideline to enhance and develop a more effective core competency to make certain the Ranong spa and health business will be a sustainable business to serve both domestic and international tourists.

II. RESEARCH METHODOLOGY

The research objectives were to develop the core competency of the massage of spa and health business and to assess the core competency of the massage of spa and health business in Ranong province, Thailand.
The research tools included the focus group discussion. The group consisted of entrepreneurs, employee representatives. Their job was to evaluate the competency of each job position. The research tools also included the assessment tools to evaluate and collect data and opinions of employees: spa managers, massage staff, and customers.

III. FINDINGS

The findings revealed that there were three core competencies which were service mind, team responsibility, and relationship, cooperation, and partnership. The detail of the core competencies are as follows:
Service mind included the willingness to serve customers, the ability to control proper voice and conversation with customers, listen to customers complain and suggestions without personal upset, have a techniques to create a trust from customers, and improve the service technique to serve customers better.
Team responsibility included the willingness to take responsibility together,
participating the team activity, accept the success and ability of other team members, and be able to provide valid suggestions to the team.
Relationship, cooperation, and artnership included ability to exchange information and other comments with other team members, ability to listen to other team members carefully, ability to accept other

success in their work areas, and ability to cooperate with other to enhance the team performance.

The competency of the massage staff must include these details: massage and treatment, health and safety, others.

Massage and treatment included knowledge of perfume and massage oil, herb medicine, products and other services, knowledge of basic household medicines, skill in organize the supplies, skill in preparation of towels and bed.

Health and safety included be able to question, answer, and suggest customers of pre-service, be able to control the quality of service and supplies, and be able to prevent disease and the spread of any disease.

Other included skill in English, computer knowledge, ability to give advice, ability to sale and presentation of sale, and ability to basic nursing.

The findings from the assessment of the spa and health employees in six competencies are as follows: The first one is service mind the respondents had a high level of expectation with a mean of 4.57 and .680 SD. The current competency had a mean of 4.37 and .871 SD. The second one is team responsibility the respondents had a high level of expectation with a mean of 4.45 and .722 SD. The current competency had a mean of 4.15 with .999 SD. The third one is relationship, cooperation, and partnership the respondents had a high level of expectation with a mean of 4.54 and .777 SD. The current competency had a mean of 4.13 and .985 SD. The fourth one is massage and treatment service the respondents had a high level of expectation with a mean of 4.35 and .771 SD. The current competency had a mean of 3.66 and 1.024 SD. The fifth one is health and safety the respondents had a high level of expectation with a mean of 4.46 and .802 SD. The current competency had a mean of 4.08 and .982 SD. Finally the last one is other the respondents had a high level of expectation with a mean of 4.21 and .795 SD. The current competency had a mean of 3.51 and .892 SD.

Table 1.

Core Competency	N (86)	Expected Competency		
		Mean	S.D	Level
1. Service Mind				
1.1 Willingness to serve customers		4.65	.665	Highest
1.2 Control proper manner and voice		4.50	.682	Highest
1.3 Listen to customers' complain without dissatisfaction		4.58	.677	Highest
1.4 Have a technique to create customers' trust		4.58	.727	Highest
1.5 Improve the step of service		4.55	.680	Highest
2. Team Responsibility				
2.1 Willingness to take responsibility together		4.44	.776	High
2.2 Participating in team activities		4.41	.776	High
2.3 Be able to accept the ability and success of team members		4.48	.778	High
2.4 Provide information and comment to the team members		4.41	.776	High
3. Team, cooperation, and partnership				
3.1 Be able to exchange information and comment with others		4.51	.778	Highest
3.2 Be able to listen to other comments attentively		4.55	.777	Highest
3.3 Be able to accept the ability and success of others		4.51	.778	Highest
3.4. Be able to discuss positively		4.58	.774	Highest

Table 2.

Core Competency	Current Competency		
	Mean	S.D	Level
1. Service Mind			
1.1 Willingness to serve customers	4.73	.742	Highest
1.2 Control proper manner and voice	4.30	.855	High
1.3Listen to customers' complain without dissatisfaction	4.31	.911	High
1.4 Have a technique to create customers' trust	4.28	.929	High
1.5Improve the step of service	4.24	.920	High
2. Team Responsibility			
2.1 Willingness to take responsibility together	4.16	1.016	High
2.2Participating in team activities	4.13	.955	High
2.3 Be able to accept the ability and success of team members	4.14	1.008	High
2.4 Provide information and comment to the team members	4.16	1.016	High
3. Team, cooperation, and partnership			
3.1 Be able to exchange information and comment with others	4.10	.970	High
3.2 Be able to listen to other comments attentively	4.14	1.008	High
3.3 Be able to accept the ability and success of others	4.12	.975	HIgh
3.4. Be able to discuss positively with others	4.15	.988	HIgh

Table 3.

Competency for Job	N (86)	Expected Competency		
		Mean	S.D	Level
1. Massage and Treatment				
1.1 Knowledge of Massage oil and Perfume		4.28	.746	High
1.2 Knowledge of Herb		4.24	.781	High
1.3 Knowledge of Products and Services		4.36	.766	High
1.4Knowledge of General Disease		4.24	.781	High
1.5 Skills of Organizing and Supplies		4.44	.776	High
1.6 Skills of Preparation of Towels and Beds		4.52	.778	Highest
2. Health and Safety				
2.1Questions and Basic Requirement for Customers		4.55	.777	Highest
2.2 Ability to Control Water and General Supplies		4.48	.822	High
2.3 Understand Guidelines to Prevent Diseases		4.34	.806	High
3. Others				
3.1 Have Skill in Languages e.g. English		4.23	.777	High
3.2 Have Basic Knowledge of Computer		4.17	.754	High
3.3 Provide Suggestions and Services		4.21	.813	High
3.4Ability in Sale and Presentation		4.17	.800	High
3.5 Basic Knowledge of Nursing		4.26	.829	High

Table 4.

Competency for Job	Expected Competency		
	Mean	S.D	Level
1. Massage and Treatment			
1.1 Knowledge of Massage oil and Perfume	3.56	.953	High
1.2 Knowledge of Herb	3.44	.977	Medium
1.3 Knowledge of Products and Services	3.51	1.003	High
1.4 Knowledge of General Disease	3.50	.967	High
1.5 Skills of Organizing and Supplies	3.93	1.135	High
1.6 Skills of Preparation of Towels and Beds	4.00	1.106	High
2. Health and Safety			
2.1 Questions and Basic Requirement for Custoemrs	4.13	1.027	High
2.2 Ability to Control Water and General Supplies	4.14	.960	High
2.3 Understand Guidelines to Prevent Diseases	3.98	.958	High
3. Others			
3.1 Have Skill in Languages e.g. English	3.34	.776	High
3.2 Have Basic Knowledge of Computer	3.17	.814	High
3.3 Provide Suggestions and Scrivices	3.63	.946	High
3.4 Ability in Sale and Presentation	3.65	991	High
3.5 Basic Knowledge of Nursing	3.74	.935	High

CONCLUSIONS AND DISCUSSION

The study of the development of the core competency of the employees of spa and health business in Ranong province concurred with the study of N. Kongkapan (2011) which was about the plan for competency of general administrative: the case study of quality improvement, Mahidol University. This study also concurred with the study of T. Sintarajitha (2009) which stated that the development of the competency of the employees. It also concurred with the study of N. Songpacha (2008) which was about the core competency of security of the palace. The study also concurred with N. sirkaw (2008) and Y. Yongchaitakoon (2007) and S. Pranee (2014) which stated that there should be at least six competencies which were service mind, team responsibility, and relationship, cooperation, and partnership as well as massage and treatment, health and safety, and others.

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