THE STUDY OF THAI TOURIST GUIDE' ATTITUDE TOWARDS THE GUIDELINES TO DEVELOP PERSONALITY FOR THAI IDENTITY IN TOURISM INDUSTRY

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Abstract- The research aims to study of Thai Tourist guides' attitude towards the guidelines to develop their personality for Thai identity in tourism industry. The main objective is to find Thai tourist guides and the stakeholders' ideas concerning how to create Thai identity. The population and samples used in this study come form 5 dealing work units consisting of 3 persons from the Association of Professional Tourist Guides, 2 from the Department of Tourism, 15 from the Grand Palace and the Emerald Buddha Temple, 5 expert and senior guides and 79 general guides to make the number 104 persons in all. The researcher uses the interview from to collect data and analizes the data by using the frequency and percentage.

The Result of Research

There are 104 persons who deal with tourism industry careers answer the interview form.

1. Most of the samples are women, 55 from 104 persons : 52.88 percent, 64 are single : 61.53 percent, 48 have monthly income 15,000-20,000 bath : 46.15 percent, and 72 are career guides : 69.23 percent.
2. Most of the samples agree with wearing guide uniforms when conducting tours.
3. Besides wearing uniforms, Thai tourist guides can express the Thai culture through different ways. Most samples think to promote it by Thai greeting. Suggest tourists how to way and how to practice as Thai ways in daily life including Thai etiquette. Give tourists Thai smile and sincere services.

Keywords- Attitude, Personality, Thai Identity, Tour guides

I. INTRODUCTION

Tourism industry generates a lot of income to the country. Many businesses involve in each year. The World Tourism Organization (UNWTO) reported in 2013 global tourists were 1,087 million higher than 2013, 5%. Chinese tourists were enlarged most. From 2005 onwards Asian Pacific has been the region that tourists enlarge most. It is anticipated that in 2030 the number of global tourists will be 1,800 million and the number will enlarge in developing countries higher than the developed ones. Especially in Asia Pacific region. [1]

Thailand is responsible to be the main coordinator with neighboring countries to open ASEAN free trade tourism services including airline business. A lot of money will circulate so Thailand tourism industry needs to specify approved lines of standard.

Tourist guide profession directly deals with tourism industry. This career can create impressions to visitors. We have to rethink whether it can create good impressions and present Thai identity or not. [2]

The Tourism Department stipulated a law on 1 October 2015 uniforms must be worn by tourist guides to make it easy to control the illegal ones. From 1 January 2016 if any guides did not wear uniforms they would fine 1,000 bath. [3] This announcement made a rejection from tour guides. They gave reasons that uniforms cannot guarantee which ones are certified tour guides and they already have tour guide cards. [4] From this issue, the researcher felt like to study about Thai tour guides and their attitudes towards wearing uniforms and guide lines to support their personality and Thai identity in tourism industry.

II. OBJECTIVES

The main objective is to find Thai tourist guides and the stakeholders' ideas concerning how to create Thai identity.

III. PROCEDURE OF THE RESEARCH AND METHODOLOGY

The researcher specified the procedure and methodology of this study by using the quantitative research and qualitative one. The procedure consisted of the documentary research and in-depth interview. Major steps are as in the following:

1. The documentary research

Review the theories and related literature concerning researches dealt with attitudes of Thai tour guides towards guide line to promote Thai identity in tourism industry

2. In-depth interview

Design questions to be used as guided interview with samples to get variety of data in different dimensions and real practices.

Samples are 104 people from 5 work offices : 3 from Thailand professional Tour Guide Association, 2 from the Tourism Department, The Ministry of

Tourism and Sport, 15 from the Palace Office (The Grand Palace and the Emerald Buddha Temple), 5 are senior tour guides and 79 general tour guides.

The interview from is classified into 2 parts :

The first part used quantitative research, there are 2 sections.

First section are personal data of the samples, the second section are data from 5 work offices.

The second part used qualitative research, there are 2 sections.

First section are ideas towards wearing same uniforms designed by the Tourism Department. Second sections are ideas how tour guides can promote Thai identity in other ways, not from wearing uniforms. Procedure of gathering data follows the quantitative research and the qualitative one by using the observation, studying the academic and technological data and by in-depth interview. The researcher can summarize as bellowing:

1. . ***Observation.***

2. Collecting primary data.

3. In-depth interview.

Part 1 General information and demographics Question. Which are sex, status, income, and related of tourist guide (respondents). There are from 5 units of work and can be define as frequency and percentage.

Part 2 Attitude of uniform pattern of department of tourism and identity of Thai costume question which the researcher use triangulation analyzation to analyze all the data as interview data, conversation record. Then the researcher analyze and evaluate and definite the data from their context which put the observation data to analyze and definite as analytic induction method which is the bringing real situation and analyze to be summarization.

The research presents the theory and related research.

1. Property Guide's personality [5]
2. The role of ethics guide [6]
3. Tourism Guide Standard [7]
4. Law associated with the dress of the tour guides. [8]
5. To establish the identity of the service provider as well. [9]

IV.RESULTS OF RESEARCH

The analysis of data of this research is divided into 2 parts:

1. Results from quantitative research

1.1 Personal data

It is found that from 104 samples, most of them are females, 55 (52.88%), Males are 49 (47.11%)

1.2 Numbers of the samples from 5 work

Offices Most of the samples are general professional guides 79 (75.96%), 15 (14.42%) from the palace office (The Grand Palace and the Emerald Buddha Temple)., 5 (5.20%) are senior guides, 3 (2.88%) from Thailand Professional Tour Guide Association, 2 (1.92%) from the Tourism Department, the Ministry of Tourism and Sports.

2. Results from qualitative research

The researcher divided the samples into 5 groups by using purposive sampling and in-depth interviewing.

Group 1, 3 samples from Thailand Professional Tour guide Association. All of them agree with wearing uniforms to identity their profession like tour guides in same countries and to prevent the others who are not real guides, Besides, this can promote Thai identity and culture.

Group 2, 2 samples from the Tourism Department, the Ministry of Tourism and Sports. They agree with tour guides wearing uniforms for the order and the beauty of tourist attractions. It can also be a standard and is easy to investigate. This can create the pride of this profession and promote the national identity.

Group 3, 15 samples from the Palace Office (The Grand Palace and the Emerald Buddha Temple). Ten of them agree with wearing uniforms for the order, beauty, dignity and the same standard. It is also easy to investigate and is good pattern. Tourists will have more confidence in Thai tour guides. But 5 of them disagree saying this make tour guides spend lot of money buying many uniforms since they have to work many days.

Group 4, 5 samples from senior tour guides, 4 of them agree with wearing uniforms because it will be the identity of Thai tour guides but the design of the materials and the pattern of uniforms should be modern, not too expensive and suitable for any job description. Wearing uniforms is easy to control their work and they will look more professional tour guides.

Group 5, 79 samples are general professional tour guides. Most of them agree with wearing uniforms because this career can generate income and be the look of the country.

The analysis of tour guides' ideas concerning Thai identity and culture in other ways from wearing uniforms found that tour guides should make tourists understand the Thai culture by they themselves should behave correctly. Inform the tourists about Thai etiquette, regulations, traditions which are different from other nations. Show them Thai smiles, polite speech including Thai greetings. How to say thank you in Thai. Tour guides should encourage their service mind and be good samples for visitors.

V. RESULT DISCUSSION

From the study the attitudes of Thai tour guides towards wearing uniforms and guide lines to support their personality and create Thai identity in tourism industry the results are considered and compared with

theories and other related researches come out as in the following :

The results from every sample group agree with wearing the same uniform in conducting tours to identify their profession and the order. Which colour shade. Other Asian countries also wear their uniforms to introduce which country they come from and to prevent the tour guides who are not correctly registered. This also support their personality and the identity of the country. The uniform pattern of Thai tourist guide can be summarized as male should be short sleeve shirt in Thai traditional style. Moreover, it should be Thai Royal pattern uniform which consistent research paper of Chantouch Wannathanom (2013) The Dress Style of Thai Tour Guides and the Approach to Enhance the Tour Guides to Wear National Dresses on Tour in the Grand Palace and the Emerald Buddha Temple. Can be found that all the sample agree that the Thai tour guides should wear Thai national uniform during they are working at The Grand Palace and The Emerald Buddha Temple because it refer to present the Thai identity by Thai national uniform when they are leading all the tourists and shoe Thai custom. [10] Thai way of life, Thai smile, Polite, Greeting in Thai style that consistent as the research paper of. Wanapa Tapmongkol (2010) concerning Thai etiquette: network development culture by way of Thailand. Found that the problem and cause incorrect and inappropriate for the occasion. According to Lack of training the mind to truly take care of the family. Later, when enrolled in the study were taught by all teachers. It is closely followed by lack of time gives students a habit. [11]

CONCLUSIONS

The relevant work units must have the policy and enforcement tourist guides to wear the same uniform. The laws and regulations relevant should not obstruct the operation.

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SUGGESTION

1. Before doing this research, the dealing work units should be enquired about the desired topic and the results of the research will be completely useful without doing duplicate topic.
2. The research project will be real useful if the relevant work units have the policy and enforcement tourist guides to wear the same uniform. The laws and regulations relevant should not obstruct the operation.

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