

Management Guidelines for Contemporary Thailand Tourism and Hospitality Industry with the Challenging Growth of Sharing Economy Practices

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Abstract

This research is to present the management guideline for Thai contemporary tourism and service industry in the challenging issue from the growth of sharing economy system. This study involves the use of mixed methods research. It was found that the components of conflict between start-up, contemporary platform, and government in the tourism and service industry of Thailand from the growth of economy sharing system were caused by the easy access to the contemporary platform, resulting in a quick start-up with low cost and the gaining access to customers via the contemporary platform. The former businesses cannot compete in terms of price with the start-up in this contemporary platform because the government does not have the policy to support the startup in the contemporary platform. Also, the startup in the contemporary platform can only meet the needs of small group of travelers. The tax payment must be more than normal hotels for 10 percent of the revenue. The transportation and guiding business in economy system must register with the government sector. There must be the specific driving license for providing a service in economy sharing system with the tax payment according to the revenue received.

Keyword: Management, Startup, Sharing Economy Practices, Tourism and Hospitality Industry



Introduction

Currently, tourism and hospitality industry has become the industry that has great importance to the driving of economy in almost all countries in the world. It has quickly grown to become the main product in the international trading system and is the industry that links with many relevant business sectors, such as accommodation, tourism, airline, restaurant, and souvenir. In addition, the consumer's behaviors are changing in terms of lifestyle, life target, and how to choose things with the increase of need to share objects and stories between each other. Hence, the new business in the form of online sharing or what is formally called as Sharing Economy occurs. The business can use the technology and the digital information to pair between customers and service provides. The service providers can allocate the time to share products or services; whereas, the consumers can select and gain access to products or services without spending money for ownership (Wilaiphon Thawilapphanthong, 2015). According to the survey of 1,000 US consumers in Sharing Economy, many people have turned to gain access into products and services by leasing-borrowing instead of purchasing for possession, whether they are accommodation or travelling (Airbnb, Uber, or Spotify), causing the market of this business to continue growing. The interesting survey result is that Sharing Economy is currently influencing the business operation in the digital era. It is expected that in 2025, the industries that will adapt the concept of Sharing Economy to the businesses are travel, car sharing, finance, staffing, and music and video streaming, which will push the total revenue of the Sharing Economy to grow up to 335 hundred billion dollar (11 trillion baht) from 1.5 ten million dollar (5 hundred billion baht).

Moreover, Sharing Economy can shape the concept or the behavior of the consumers to pay attention to the value of products and services more than time value, amount of money in the pocket, and surrounding environment, which can reduce the use of limited resources wastefully. According to the study, it was found that 81% of US consumers had seen that the sharing or the exchanging of property and objects were more valuable than purchasing for possession; 83% had seen that the sharing of resources allowed the life to become more convenience and the money can be spent more effectively; 43% had believed that possessing or owning more objects was the burden; and 76% had said that Sharing Economy was the business operation that took part in the environmental conservation.



Currently, Sharing Economy has become popular in tourism industry in 4 main branches, which are traveling, accommodation, food, and travel activity in various forms. The number of tourists in Sharing Economy Practices has the tendency to become higher in Thailand, causing more people to see the opportunity to generate income to the type of economy that receives popularity around the world and providing more varieties of service in terms of accommodation, traveling, food, and guiding. Thailand has many resources that are unused or used unworthily in order to provide the service to tourists. It does not only create benefits to the owners, but tourists can also receive benefits from good services in more saving prices than the normal ones. For example: Thailand has many types of accommodation and many cars that are used unworthily by the owners that can be beneficial in terms of sharing for utilization. Sharing Economy Practices provide an opportunity for the owners of these resources to make use of it worthily and able to create the tourism in terms of Sharing Economy, which is a new opportunity for the start-up. In terms of limitation, it was found that the main factor that is the limitation of the nationwide, including Thailand, is the law that was formerly enacted in which it was not support Sharing Economy Practices and did not conform to the current situations as well as rules and regulations, such as Hotel Act, Building Control Act, and public transportation law, causing the operation in Sharing Economy to halt. Another significant limitation is the prevention of Sharing Economy Practices from creating negative affects to the service providers in the traditional form, such as hotel or public transportation, with obvious law enforcement, including taxes that must be paid to the government sector. On the other hand, the service providers in Sharing Economy Practices are not enforced by the same standard. Hence, the service providers are affected by the traditional form. Moreover, Sharing Economy is the providing of service from individual to individual. For example: Using personal car as limousine or opening the personal accommodation for tourists to stay without entering into the government system. Currently, there is no policy in terms of security. Therefore, there should be a clear policy to supervise and control the security in time with the economy system that is currently operating (Siniya Kraiwimon, 2016).

Sharing Economy in Thailand has a tendency to grow with the belief that Thailand is currently adapting into digital economy era according to the policy of the government sector. The business sector will be stimulated to adapt itself in order to support the change that is about to occur in several aspects, whether they are infrastructure system or IT as well as marketing strategy or new business models that will occur. In a near future, we will see more Sharing Economy in the business of Thailand. Many sectors will link into each other and more



business sectors will share or use the resources together, which can be seen from the statistics of Thai people in the use of shared accommodation or the use of accommodation service, like Airbnb, including the use of taxi service through various applications. Currently, there are many operators, like Easy Taxi, Grab Taxi, Uber, or All Thai Taxi, causing the intense competition among taxi businesses. However, businesses in Sharing Economy still contain disadvantages as mentioned above. They are also too flexible with loosen rules and no regulations to support, which includes the risk of criminal infiltration (Kongphob Toetsuwan, 2015). According to the said reasons, the researchers are interested to study the context, component, impact, conflict of start-up and contemporary platform that occurs in tourism and hospitality industry of Thailand from the growth of Sharing Economy Practices, and behavior and tendency of tourism behavior in tourists in the use of these contemporary platform in order to present the management guidelines for Thailand tourism and hospitality industry to become balance, reduce conflicts, and be accurate according to the law and the rule of law for sustainability.

Research Methodology

In the research on management guidelines for contemporary Thailand tourism and hospitality industry with the challenging growth of Sharing Economy Practices, the objectives are (1) To study the context, component, impact, and conflict of start-up and contemporary platform that occur in tourism and hospitality industry of Thailand from the growth of Sharing Economy Practices; (2) To study the behavior and the tendency of tourism behavior in tourists in the use of contemporary platform; and (3) To present the management guidelines Thailand tourism and hospitality industry to become balance, reduce conflicts, and be accurate according to the law and the rule of law by using mixed research methodology, emphasizing on the use of quantitative mainly. The qualitative research was used for data support. Therefore, the researchers had presented the research methodology that were used in the study into 2 parts: 1) Quantitative research in which the data was collected from questionnaire; 2) Qualitative research in which the data was collected from in-depth interview.

The sample size was 384 persons to find the percentage with the error of not exceeding 5 percent at the confidence level of 95 percent. For the convenience in the evaluation and data analysis, the researchers used the sample size of 681 samples, which were 478 Thais and



203 foreigners in Bangkok and metropolitan area, which had passed the criteria as specified, which was no less than 384 samples per group. The instrument that was used in this research was the questionnaire that was derived from the literature review and the in-depth interview. The questionnaire was divided into six sections as followed:

Section 1 was the questionnaire about experiences and tourism and hospitality behaviors in Sharing Economy Practices of the respondent in which the answer can be selected more than one.

Section 2 was the questionnaire about opinions on the experiences of staying in the product in Sharing Economy Practices in Thailand, which consisted of 6 aspects: Economic Benefit, Sustainability, Enjoyment, Social Relationship, and Attitude. The questionnaire was in 5-rating scale.

Section 3 was the questionnaire about marketing mix on experiences of platform used and product selection in Sharing Economy Practices in Thailand, which divided into 3 types: Accommodation, Travel, and Others. The questionnaire was in 5-rating scale.

Section 4 was the questionnaire about the behavioral trends in the use of product in Sharing Economy Practices in Thailand. The questionnaire was in 5-rating scale.

Section 5 was the demographic data of tourists that use the service in Sharing Economy Practices in which the answer can be selected only one.

Section 6 Other suggestions that were suitable for the research.

Exploratory Factor Analysis (EFA) was the instrument that helps to analyze the relationship of variables in each component. The variables that were related will be grouped together. The non-significant variables were removed and/or the new variables were grouped. This technique can explain the relationship structure of the variables in the same factor more clearly through the consideration and the analysis on number of components. Moreover, the reliability of the grouping of variables that were developed can be verified from coefficient alpha.

Research Result

Currently, there are many platforms for room booking. Tourists begin to change their behavior. Those who repeat the journey to our country of up to 50 percent know about Thailand quite well. Therefore, they will not make a purchase via agent, but will make a



purchase via platform instead. This has grown quickly in the past 10 years. More than 30 million tourists have come to Thailand, which is an excellent base. The advantage of technology is diversification. The system does not sell only for big cities, like Bangkok or Phuket, but it sells for almost all provinces. Any hotels can join in. However, the disadvantages are that there are lots of buyer and the commission is higher than the minimum or 25 percent. Some small hotels are unable to hire the sales officer. Those small hotels might have to join in many booking platforms, but they have mentioned that they have received about 60 percent of booking per month.

There are 2 types of hotel business: 1) Revenue in which the revenue must be generated as much as possible by keeping up-to-date and entering into all sales channels and 2) Personnel, which is the heart of the service. The personnel plays an importance role and is also the significant mechanism. There is a shortage of personnel who provides the service in all hotels, excluding 5-star. The kitchen, dish-cleaning area, and laundry might need alien personnel. However, the personnel who performs the communication is also Thai or foreigner. The personnel with the most shortage is lower-level personnel.

Since the Sharing Economy Practices have played more roles in tourism and hospitality industry, the impact on tourism and hospitality business will be different from place to place because some hotels might not use this group of customers. This group of people mostly uses about 1-3 rooms, not exceeding 10 rooms, which is less likely to occur, depending on the group of consumers. That is to say, most tourists are FIT (Foreign Independent Tour) of not exceeding 5 persons. If more than this number, most rooms in Sharing Economy Practices will not be enough. The tourism business in Sharing Economy Practices will directly affect FIT (Foreign Independent Tour). However, some hotels might not be affected. Those who come in group will receive less impact. Some groups of FIT (Foreign Independent Tour) do not prefer to stay in tourism business in Sharing Economy Practices. If they are adults, they would want to receive services that are more convenience. The price of hotel in Thailand are not overly high. It is not like the price in New York in which the tourism business in Sharing Economy Practices is needed. In the country that the price is not overly high and the price of hotel is acceptable, there is no need to find the tourism business in Sharing Economy Practices.

According to the data analysis of contemporary platform user of 478 Thais and 203 foreigners, it was found that most Thai tourists were females at the age of 21-30 years old. The



secondary group of foreign tourists were 31-40 years old; whereas, the secondary group of Thai tourists were lower than 20 years old. Most foreign tourists had agriculture career; whereas, Thai tourists were service providers and others were from school age. The objective of traveling was for leisure with the staying period of 2-4 days. Foreign tourists preferred to use the service of business in Sharing Economy Practices and selected the accommodation in Sharing Economy Practices that can saved more travel budget; whereas, Thai tourists can select more varieties of accommodation.

In the analysis of opinion on experiences of staying in the product of Sharing Economy Practices in Thailand, the economic benefit was found in the strongly agree level ($\bar{X} = 4.37$, S.D. = .519) in Thai tourists; whereas, it was found in the strongly agree level ($\bar{X} = 4.52$, S.D. = .703) in foreign tourists. For the sustainability, it was found in the strongly agree level ($\bar{X} = 3.87$, S.D. = .684) in Thai tourists; whereas, it was found in the strongly agree level ($\bar{X} = 4.24$, S.D. = .769) in foreign tourists. For the enjoyment, it was found in the agree level ($\bar{X} = 3.94$, S.D. = .612) in Thai tourists; whereas, it was found in the strongly agree level ($\bar{X} = 4.29$, S.D. = .736) in foreign tourists. For social relationship, it was found in the agree level ($\bar{X} = 3.78$, S.D. = .718) in Thai tourists; whereas, it was found in the agree level ($\bar{X} = 4.11$, S.D. = .889) in foreign tourists.

According to the Structural Equation Model (SEM) for empirical model testing according to the hypothesis of marketing mix and the experience of staying in the product of Sharing Economy Practices that affects or influences the behavioral trends in the use of product in Sharing Economy Practices in terms of customer's satisfaction towards the use of accommodation as mentioned above, the relationship between variables can be shown in Figure 4.4 and Table 4.15.



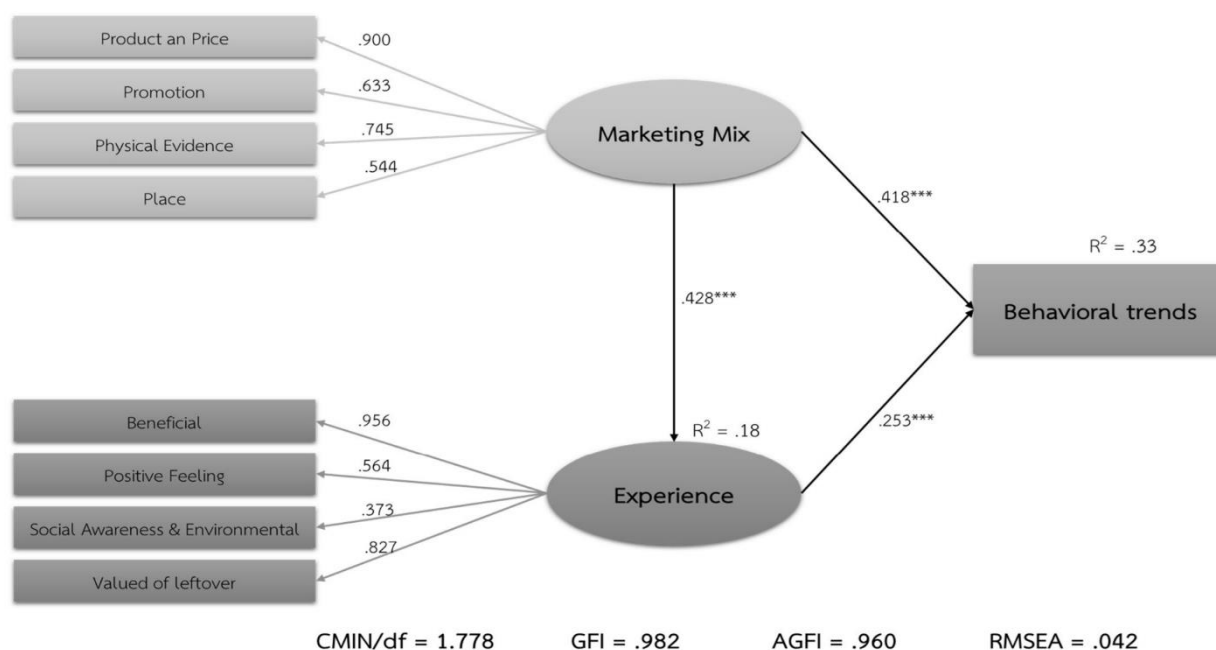


Figure 4.1: Summary of Test Result of Relationship between Variables

Table 4.1: Statistics of Conformity of Component Model with Empirical Data

Index	Criteria	Before Model Adjustment		After Model Adjustment	
		Statistics	Consideration Results	Statistics	Consideration Results
CMIN/df	< 2.00	5.683	Not Passed	1.778	Passed
P-Value of CMIN	< 0.05	.000	Passed	0.000	Passed
GFI	> 0.90	.930	Passed	.982	Passed
AGFI	> 0.90	.874	Not Passed	.960	Passed



Index	Criteria	Before Model Adjustment		After Model Adjustment	
		Statistics	Consideration Results	Statistics	Consideration Results
AMSEA	< 0.05	.103	Not Passed	.042	Passed

4.2 Test Result of Research Hypothesis

Table 4.2: Relationship between Variables (Parameter)

Hypothesis	Parameter	Standardized	P
H1	Experience ---> Behavioral trends	0.418***	0.000
H2	Marketing Mix ---> Behavioral trends	0.253***	0.000
H3	Marketing Mix <--- Experience	0.428***	0.000

According to the Structural Equation Model (SEM) for empirical model testing according to the hypothesis of marketing mix and the experience of staying in the product of Sharing Economy Practices that affects or influences the behavioral trends in the use of product in Sharing Economy Practices in terms of customer's satisfaction towards the use of accommodation as mentioned above, the relationship between variables can be shown in Figure 4.3 and Table 4.3



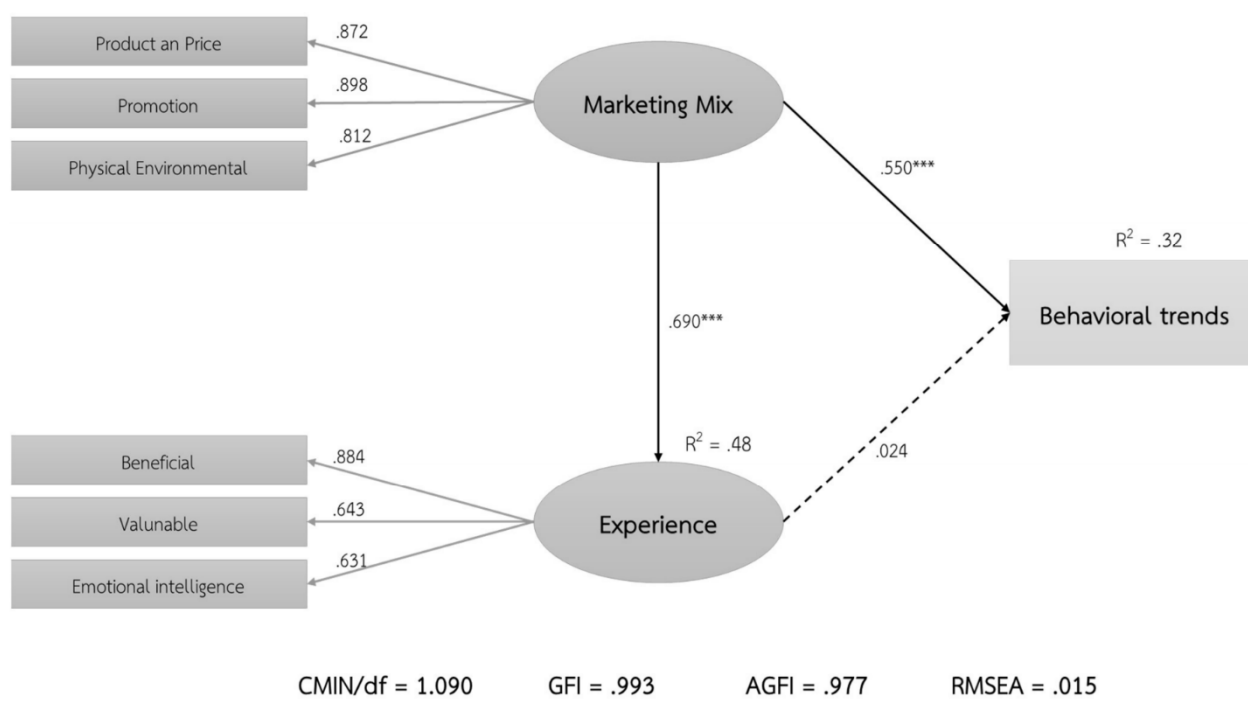


Figure 4.3: Summary of Test Result of Relationship between Variables

Table 4.3: Statistics of Conformity of Component Model with Empirical Data

Index	Criteria	Before Model Adjustment		After Model Adjustment	
		Statistics	Consideration Results	Statistics	Consideration Results
CMIN/df	< 2.00	3.939	Not Passed	1.090	Passed
P-Value of CMIN	< 0.05	.000	Passed	.000	Passed
GFI	> 0.90	.966	Passed	.993	Passed
AGFI	> 0.90	.920	Passed	.977	Passed



Index	Criteria	Before Model Adjustment		After Model Adjustment	
		Statistics	Consideration Results	Statistics	Consideration Results
AMSEA	< 0.05	.088	Not Passed	.015	Passed

Figure 4.4 Test Result of Research Hypothesis

Table 4.4 Relationship between Variables (Parameter)

Hypothesis	Parameter	Standardized	P
H1	Experience ---> Behavioral trends	0.024	0.740
H2	Marketing Mix ---> Behavioral trends	0.550***	0.000
H3	Marketing Mix <--- Experience	0.690***	0.000

Discussion and Suggestion

The research result had indicated that before Covid-19, the tourism industry in Sharing Economy Practices and the tourism and hospitality industry of Thailand had grown rapidly because the service provider had generated revenue from wastes and had paired with things that were existing in the current market in which the revenue was generated according to the characteristic of the project within specified period with no continuous obligation. People of all genders and ages can gain access into this business to generate one's own income, which can respond to the needs of service provides because the price of these products and services are lower than the market price and can be found in the area that oneself needs to use the service. The rapid growth of Sharing Economy in tourism industry can generate more revenue than the business because there is no investment. Therefore, many foreigners have come to conduct the business in the country because the policies of the government sector does not conform to the start-up and the contemporary platform that occurs in tourism and hospitality industry of Thailand from the growth of Sharing Economy Practices. Many businesses have



occurred in Sharing Economy Practices due to the inability of the policies to keep up with the technology in which the businesses have played a role and created an impact to the former businesses. When considering the business context, it was found that the business competition in terms of marketing is in a very high level because most operational areas have Foreign Independent Tour (FIT). The travel agencies need to adapt themselves due to the intervention of technology. The travel agencies cannot be offline only. It needs to be online as well. In offline businesses, there is also a group of people, like elders who do not online all the times. They still prefer to make a call. Therefore, the travel agencies are still using the former procedures to maintain the base. That is to say, the businesses must adapt themselves to the technology hard and fast. The hotel industry in Thailand has established the standard foundation for star rating. The accommodation in the star rating means the hotel with license in which the consumers and the tourists do not pay much attention. Those who come in group are not interested in the place and the price. The price affects the decision-making of the consumers, but the service is the telling of repurchasing.

According to the tourism industry in Sharing Economy Practices, it was found that many academicians have defined the tourism industry in Sharing Economy Practices as the generation of revenue in terms of tourism with things that are currently existing with no investment or extra investment, just the adjustment for suitability only, which consists of accommodation business, travel business, and others.

For behavioral trends in the use of product in Sharing Economy Practices in terms of customer's satisfaction towards the use of accommodation of foreign tourists, if there is the necessity to use this product again, they will think about the product first and will introduce the product in a good aspect to other people in which the cost will be higher if changing to use the service of other products. Meanwhile, Thai tourists who were satisfied with the service of the product will introduce the product in a good aspect to other people. They also felt good from making the decision to use the service from the product.

Therefore, the factor of experiences on the staying in the product of Sharing Economy Practices that influences or affects the behavioral trends in the use of product in Sharing Economy Practices in terms of customer's satisfaction towards the use of accommodation can explain the mutual impact that occurred to Thai tourists only. The factor of marketing mix influenced or affected the behavioral trends in the use of service of the product in Sharing



Economy Practices in terms of customer's satisfaction towards the use of accommodation can explain the mutual impact. The factor of experiences on the staying in the product of Sharing Economy Practices influenced or affected the factor of marketing mix, which can explain the mutual impact of both Thai and foreign tourists.

Suggestions for Future Research

1. This research has presented the information in terms of marketing, which is information on the behavioral trends of Thai and foreign tourists, suggestions on marketing mix, and experiences on platform used and product selection in Sharing Economy Practices for doing the marketing.

2. This research can be used to improve the tourism service from the behavior in the use of product in Sharing Economy Practices in terms of customer's satisfaction towards the service.

3. This research has given suggestions about management guidelines for Thailand tourism and hospitality industry to become balance, reduce conflicts, and become accurate according to the law and rule of law for sustainability.

Conclusion

According to the research, it was found that the component of conflicts between start-up, contemporary platform, and government that occurred in tourism and hospitality industry of Thailand from the growth of Sharing Economy Practices came from the easy access into contemporary platform. The start-up can establish fast with low cost and the customers can be reached via contemporary platform. The former businesses cannot compete in terms of price with the start-up in these contemporary platforms since the government does not have the policy to support the start-up in contemporary platform. Hence, there is no tax. However, this is not for all groups of customer since there might be the matter of damage to the assets that might occur and the matter of security due to the reliability of the Lessee and the Lessor. Also, the start-up in contemporary platform can only respond to the need of travelers in small group only.



According to the behaviors and the behavioral trends on tourism of tourists in the use of contemporary platform, most foreign and Thai tourists were female at the age of 21-30 years old. The secondary group of foreign tourists was 31-40 years old; whereas, the secondary group of Thai tourists was lower than 20 years old. Foreign tourists had agriculture career; whereas, Thai tourists were service providers and others were in school age. The objective of traveling is for leisure with the staying period of 2-4 days. Foreign tourists preferred to use the service of the business in Sharing Economy Practices and selected the accommodation in Sharing Economy Practices that can save travel budget more; whereas, Thai tourists selected more varieties of accommodation.

The management guidelines for Thailand tourism and hospitality industry to become balance, reduce conflicts, and be accurate according to the law and the rule of law for sustainability, the design of policy to conform with the business operation in Thailand, accommodation, car, and individual that conducts the tourism business under Sharing Economy Practices must register with the government sector and pay tax legally. The accommodation business in Sharing Economy Practices must register with the government sector and can provide the service in not exceeding 180 days per year with not exceeding 30 rooms in possession. The tax will be charged more than the normal hotel by 10 percent of revenue. The travel and guiding business in Sharing Economy Practices must register with the government sector with specific driver license to provide the service in Sharing Economy Practices and the tax is paid according to the revenue generated.



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