FACTORS INFLUENCING THE EMPLOYMENT OF HOTEL EXECUTIVES IN SOUTH EAST ASIA: A CASE OF THAI HOTEL INDUSTRY

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ABSTRACT

Tourism industry plays a crucial role in the economy, society, culture and environment of Thailand. It does not only generate a lot of revenues especially in foreign currencies, but also creates employment and distribution of income. This study explored the key factors influencing the employment of hotel executives in the Thai hotel industry, with reference to factors on leadership, attitude toward job, managerial, and personal skills. It also explored how national culture based on the work of G. Hofstede (1980) influences both factors affecting the employment of hotel executives and hotel's executive qualification. The results show that there is significant correlation between each factor of leadership, attitude toward job, managerial skill, personal skill with hotel executives' qualification in skills and knowledge, management ability, adaptability, and sociability, but there is no correlation with action learned experience. The study also found that organizational culture (Power distance, Uncertainty avoidance) moderates the relationship between factors (leadership, attitude, managerial skill, and personal skill) and hotel executives' qualification.

Keywords: *Hotel executives, Leadership, Hotel industry, Tourism, Managerial skills, Personal skills, Organizational culture, Attitude.*