

**COMPETENCY DEVELOPMENT APPROACHES ADDRESSING
WORKERS IN THE INFORMAL SECTOR : A CASE STUDY OF
THE THAI TRADITIONAL MASSAGERS
AT TOURIST SEASIDE RESORTS**



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for the Degree of Doctor of Philosophy (Population Education)

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Maj. Gen. Surapee Hemvanich

COMPETENCY DEVELOPMENT APPROACHES ADDRESSING WORKERS
IN THE INFORMAL SECTOR : A CASE STUDY OF THE THAI TRADITIONAL
MASSAGERS AT TOURIST SEASIDE RESORTS

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ABSTRACT

This investigation was to study the existence of workers in the informal sector; Thai traditional massagers at tourist seaside resorts. These workers were able to adopt the cultural capital of massage in the past to develop a career and make profit from tourism. This is an important example of one way in which Thai people are using traditional idea to help make a living in the contemporary global environment. The studies engulfed personal backgrounds, necessary competency and approaches to improve competency of the Thai traditional massagers at the tourist seaside resorts.

The total sample size was 219 people. The main areas studied were Patong, Phuket Province; Koh Samed, Rayong Province; and Na Jomtien beach, Muang Pattaya, Chonburi Province. It was found that 87.2% of the Thai massagers were female and 12.8% were male. There were 40.7% lived in the eastern region, and 32.4% in the northeast. The recent careers of 47.9% of respondents before becoming Thai traditional massagers were farmer, trader, beauty consultant, and housewife. The longest duration in the massage career was 30 years with the lowest income per head per month during the high season equal to 3,000 Baht ; and the highest was 120,000 Baht. The lowest income during the low season was 800 Baht and the highest was 36,000 Baht. There were 46.6% of the sample who obtained their massage knowledge from their parents, teachers, and cousins; and 88.6% who owned no license to practice medicine. Motivation to enter this career was to be richer to support their families and to have a permanent career. The competencies that the massagers thought were important were cleanliness, attentiveness, massage expertise, communication skills, additional service from massage, and good service. Factors relating to "attitude" were smiling, endurance, honesty, diligence, career-oriented. The approaches used to improve competency were training organized by the government (50.7%) and informal development by self-training from information from recipients (53.9%) observing the experts (39.3%) and inquires from colleagues, including from documents(3.6%). Factors indentified as supporting success in the career were the nature of the service environment: the service, which included generosity, courtesy, and being service-minded: and offering a reasonable price compared to other kinds of massage service.

It is recommended that for the Thai traditional massagers at tourist seaside resorts to be developed into professionals, the government sectors should allocate budgets for training to consistently improve competency, English use and professional ethics. A skills test should be organized in order to upgrade to the national massage standards of the Thai traditional massagers at tourist seaside resorts who retains the existence of the cultural capital of Thai traditional massage.

KEY WORDS: COMPETENCY / WORKERS IN THE INFORMAL SECTOR / THAI
TRADITIONAL MASSAGERS / TOURIST SEASIDE RESORTS

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แนวทางการพัฒนาขีดความสามารถแรงงานนอกระบบ : กรณีศึกษาแรงงานนวดไทยบริเวณแหล่งท่องเที่ยวชายทะเล
(COMPETENCY DEVELOPMENT APPROACHES ADDRESSING WORKERS IN THE INFORMAL SECTOR : A CASE STUDY OF THE THAI TRADITIONAL MASSAGERS AT TOURIST SEASIDE RESORTS)

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บทคัดย่อ

การศึกษานี้มีวัตถุประสงค์ เพื่อศึกษาการดำรงอยู่ของแรงงานนอกระบบ คือ แรงงานนวดไทยบริเวณแหล่งท่องเที่ยวชายทะเล ที่สามารถนำเอาทุนทางวัฒนธรรมการนวดไทยที่มีมาในอดีตมาปรับเปลี่ยนเป็นอาชีพเพื่อแสวงหาประโยชน์จากการท่องเที่ยว ซึ่งเป็นการปรับตัวของแรงงานไทยในยุคโลกาภิวัตน์ เพื่อเพิ่มพูนรายได้ให้สามารถอยู่ได้ในระบบเศรษฐกิจทุนนิยม โดยจะศึกษาองค์ประกอบภูมิหลัง ขีดความสามารถ (Competency) ที่จำเป็น และแนวทางการพัฒนาขีดความสามารถของแรงงานนวดไทยบริเวณแหล่งท่องเที่ยวชายทะเล

ผลการศึกษา จากกลุ่มตัวอย่างแรงงานนวดไทยบริเวณแหล่งท่องเที่ยวชายทะเลจำนวน 219 คน ที่หาดป่าตอง จังหวัดภูเก็ต; เกาะเสม็ด จังหวัดระยอง; และหาดนาจอมเทียน เมืองพัทยา จังหวัดชลบุรี พบว่า แรงงานนวดไทยเป็นเพศหญิงร้อยละ 87.2 เพศชายร้อยละ 12.8 ส่วนใหญ่มีภูมิลำเนาอยู่ในภาคตะวันออก ร้อยละ 40.7 ภาคตะวันออกเฉียงเหนือ ร้อยละ 32.4 อาชีพสุดท้ายก่อนเข้ามาสู่อาชีพแรงงานนวดไทย ร้อยละ 47.9 จะเป็นอาชีพ ทำไร่ ค้าขาย เสริมสวยและแม่บ้าน แรงงานผู้ประกอบอาชีพนวดไทยมานานที่สุด คือ 30 ปี มีรายได้เฉลี่ย / คน / เดือนในช่วงฤดูกาลท่องเที่ยว ต่ำสุด 3,000 บาท สูงสุดประมาณ 120,000 บาท นอกฤดูกาลท่องเที่ยวมีรายได้ ต่ำสุด 800 บาทและสูงสุดประมาณ 36,000 บาท ได้รับการถ่ายทอดความรู้เรื่องนวดไทยจากบิดามารดา ครูอาจารย์ และญาติผู้ใหญ่ ร้อยละ 46.6 และร้อยละ 88.6 ไม่มีใบประกอบโรคศิลปะ แรงจูงใจของการเข้าสู่อาชีพนี้คือ ต้องการมีฐานะที่ดีขึ้นและต้องการยึดเป็นอาชีพหลัก แรงผลักดันที่เข้าสู่อาชีพคือความจำเป็นต่อหารายได้เพิ่มขึ้นเพื่อจุนเจือครอบครัว ขีดความสามารถ (Competency) ของแรงงานนวดไทยที่ประสบความสำเร็จในอาชีพจะใช้ทักษะ (Skills) ได้แก่ ความสะอาด การเอาใจลูกค้า ความชำนาญในการนวด ความสามารถในการใช้ภาษา การคิดสรรหาบริการเสริมจากการนวด การบริการที่ดี ขีดความสามารถด้านเจตคติ (Attitude) ได้แก่ การมีอัธยาศัยยิ้มแย้ม อุดมข้อสัตย์ ซื่อสัตย์ รักในอาชีพ ซึ่งเป็นขีดความสามารถที่จำเป็นมากกว่าขีดความสามารถ (Competency) ด้านความรู้ในวิชาชีพนวด (Knowledge) แนวทางการพัฒนาขีดความสามารถของแรงงานนวดกลุ่มนี้ ประกอบด้วย แบบเป็นทางการ คือ การอบรมความรู้เกี่ยวกับวิชานวดไทยจากภาครัฐ ร้อยละ 50.7 กับการพัฒนาแบบไม่เป็นทางการอันประกอบด้วย การฝึกฝนขีดความสามารถด้านความชำนาญด้วยตนเองจากสิ่งที่ผู้ใช้บริการบอกกล่าวหรือแนะนำ ร้อยละ 53.9 และจากการสังเกตการนวดจากผู้ชำนาญแล้วทดลองปฏิบัติ รวมทั้งสอบถามเพื่อนร่วมอาชีพ ร้อยละ 39.3 การศึกษาค้นคว้าจากเอกสารที่เกี่ยวข้อง ร้อยละ 3.6 ปัจจัยที่ส่งเสริมต่อความสำเร็จในการประกอบอาชีพ คือ ทุนทางธรรมชาติและระบบนิเวศและสิ่งแวดล้อมที่สวยงาม ทุนทางวัฒนธรรม คือ ความมีน้ำใจ มารยาทที่นุ่มนวล การมีจิตสำนึกในการบริการ และค่าบริการนวดที่มีราคาถูกกว่าโดยเปรียบเทียบกับค่าบริการนวดในแหล่งบริการอื่นๆ

ข้อเสนอแนะ หากจะพัฒนาแรงงานนวดไทยบริเวณแหล่งท่องเที่ยวชายทะเลให้เป็นมืออาชีพ ภาครัฐควรจัดสรรงบประมาณในการฝึกอบรมเพื่อพัฒนาขีดความสามารถด้านความรู้วิชานวดไทย ทักษะการใช้ภาษาอังกฤษ ตลอดจนจริยธรรมในการประกอบอาชีพอย่างต่อเนื่อง ดำเนินการทดสอบฝีมือแรงงานนวดไทยเพื่อยกระดับให้มีมาตรฐานฝีมือแรงงานแห่งชาติ รวมทั้งการพัฒนาทักษะการใช้ภาษา และการพัฒนาแนวทางการประกอบอาชีพของแรงงานนวดไทยบริเวณแหล่งท่องเที่ยวชายทะเล ซึ่งเป็นแรงงานนอกระบบที่รักษาทุนทางวัฒนธรรมการนวดไทยให้ดำรงอยู่

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CHAPTER 1

INTRODUCTION

1.1 Background and significance of the problem

World economic development is rapidly changed in future rolling of the knowledge-based economy with values of goods and services flooded in from external factors rather than raw materials and workforce. Technology will be fast changed in this era with connectedness of world trades and finance of growing competition, capital shifts and uncertainty of social and political factors affecting the national economy. Lessons from the past showed the over foreign dependency in trades, capital and technology, which drew problems to economic systems. A stable economic development requires connection with world economic and the local economic bases that the country becomes competitive by itself. Advantageous competitiveness is to prioritize domestic economic structure of agriculture, service and local intellectual. So, the production and service system must be readjusted with bases on the natural resources, cultures, local intellectual and Thainess to be value-added to the goods and service. To use technology, knowledge and modern management is to add values to goods and services in order to meet the needs of new entry consumers in the world and the economic expansion of Thailand. It requires the Thai economy to readjust to face modern surrounding conditions, and volatility of the globalization for lasting development and growth enabling stability to the people and better dissemination of benefits to the grass roots.

Upon ability to upgrade the national development and competitiveness by itself, it should prioritize improvement of knowledge and modern technology to strengthen “human” because it determines all development successes and the national competitiveness. So, the population development particularly the working age group is to add to the human capital and not necessarily emphasizes some educated group with higher ability. But it must cover all to common people, e.g. the hill tribes, the

slum, the informal labor to be solid foundation stabilizing the national development of economy, social and environment finally leading to the well being of the people.

Due to Thailand changes the development policy from the economic growth to the human-centered., it requires to equip people with quantity and quality to be a well-rounded person by consistent education and training. It includes to become knowledge-oriented, knowing how to add oneself knowledge and new skills to be rejustable equally to the modern world which is endeavoring to adopt formalization, standardization, professionalization and institutionalization.

Today, Thailand homes the working age group (15-59 years) more than 41 million people or 65%.Problems of quality workforce terrorizing the country is 61.8% of the workforce earn only primary level or lower, acquiring knowledge irrelevant to the growth of national production system. Also, education does not teach students to be authentically able and expert in working. So, development and increasing skills of works become the leading policy in addressing problems of the Thai workforce. (Kua Wongboonsin, 2002: 15)

Though in general the Thai workforce acquires primate education lower they have knowledge, skills and ability to work inherited from ancestors for their living called “tacit knowledge” such as handicrafts, traditional medicine, local weaving, and so on.

Living to response to the social changes like above, the Thai societies still have many systematic social capital especially the capital of the sustainable economy, capital of the natural resources and environment, social capital, family capital religious capital to enhance human morality in societies, intellectual capital and the virtuous Thai customs and traditions. This is to allow workforce adapt to better living an to maximize the globalization by being able to adapt to career such as Thai massage and so on.

Consequences of the social and economic capitalism originated from the developed countries in the west to the developing countries requires dependency foreign investment, capital, machine, petrol, raw material and technologies under the philosophy of focusing big lot of money. There are capital raising and hunting wealth with profit maximization by exploiting natural resources and environment in the mega-industries ignoring agricultural sectors leading to exploiting resources evolve

around some groups of people in societies of high economic potentiality or the capitalist groups who are the minority of the societies. There is rivalry of the natural resources between the people and the public. Such structures of the resource organization, which is the internal factors and have been destroying the foundations of production, i.e. forest, soil, water, coastal resources, natural resources and environment important to the rural people who are the majority of the country and least accessible to the resources. This turns poverty in the unfair structure. (Somchai Jittasuchon, 2001: 3). In addition, there are external factors related to the global theory interrelated the core countries on free trade under the umbrella of Trade Organization, which turns the developing countries are taken advantages and negatively affecting the agricultural workforce and destroying the social capital. This leads to the community weakness, and the poor are indebted, having problems of land for living, products uneven to capital, unable to be price taker and problems to access resources such as land for living, and annihilation of forest to find food. This is the physical problem driving these people to flood into urban sector for service labor. These people and their families are struggling for survival. Some need to adjust without skills and knowledge and need to use all household resources such as selling lands, and workforce to work abroad and in the urban. Some exploits the cultural capital for adaptation or some sell daughters and developed into the northern culture in some provinces and so on (Umaporn Maradom, 1995: 1) In addition, those workforce acquires knowledge/skills incapable to enter the industrial sectors in association with the Thai industrial sectors can least employ workforce because of least absorptive capacity. The surplus industrial workforce is then flood to the informal sector.

However, since the past the Thais have inherited the cultural capital in many areas. There are many ways to treat health and medication or local illness different to cultures and social in each region and many techniques of the cultural health capitals, e.g. herbs, Thai traditional massages, traditional medicine, local medicine, sauna and herbal bag massage, traditional bone medication, spraying, blowing, Thai massage, natural medication by Buddhist practices and proper behavior, which are inherited and medical intellectual of the Thai societies.

The Thai massage is a therapy and medication since the past and it is believed that it begins from attempt to relieve exhaustion, and bruised by touches or

pressing at the painful areas to help oneself and accumulate massage experiences by beginning from oneself applying the techniques of hermit exercises to treat different symptoms. Those hermit exercises include massages. When feeling pains and unable to do it by oneself, it needs other to help massage and is developed into mutual massage in family and spread into communities. In addition, in the boxing schools, where they meet often accidents in fights such as shoulder skid, stiff, and sprained and they needs primary treatment by pressing, catching, bending, and pulling to set it. These techniques are inherited as intellectual practiced for generations and developed into different proper poses and pressing and turning into medication till present. the Thai traditional massage is highly worth for self-dependency, and efficiently healing diseases and pains by perceptions of recipients, e.g. muscle pains, reducing joint crimp, revitalizing weak muscles and so on. However, incorrect massage might also worsen or more suffer injuries. So, applying massage needs precise knowledge to maximize benefit for health. (Kanjana Deewiset, 2001: 8-9). Such Thai massage culture obviously reflects contributions (tana). Meaning, caring and treating the sick is not earning income but contributing wisdom of medical treatments to others without charges rather than the few coins of “yok kru” or respecting the teacher (Uthai Dulayakasem, 2002: 325). In the past its limelight was during Ayudhaya era when the Department of Royal Massagers of Left-Right had been established. During early Rattanakosin era, it was still pretty popular. But when the Act of Medicare Control Acts 1823 had been enforced, the traditional and the local physicians became illegal. It forced them to abandon the massaging professions and some texts had been burnt. Therefore, roles of the Thai traditional massages had been evaded along with the Thai traditional medicine, which was ever on the regression.

Consequences of the globalization affecting the Thai societies regardless the falls of the rural communities, social bond of mutual generosity in dimming. People become more individualistic. Medication by massage, which is the social capital and the skill of mutual generosity in the past (Uthai Dulayakasem, 2002: 327) is changed in to career skills to earn more than the previous career. So, it develops into a type of the service industry popular among the foreign and the domestic customers. It is developed into a selling point for the Thai traditional massage connected to the tourism and service industry. Had benefits been reflected, it is found that most

benefits fall to the educated entrepreneur and able to pass the test to obtain the therapeutic certificate rather than the poor Thai massagers and low education and fail the test secure the Thai Cultural massage capital. (Thongbai Thongpao, 2005: 3)

The Thai traditional massage at present has been developed and accepted as a field for vocation able to earn living like engineering and medicine. There are courses both in the public and private sectors in the temples and institutions with therapeutic certificates (Surachart Prachaphitak, 2003: 5). In addition the massage formalization/standardization. The government office headed by the Higher Education Commission has prepared professional standards for the Thai traditional massage in each level to compare knowledge with the previous system. Finally, the Faculty of Medicine, Siriraj Hospital, Mahidol University, previously since early Rattanakosin era has rejected The Thai medical including the Thai traditional massage to draft the bachelor degree on Applied Thai Medical. This curriculum has been divided into 4 programs, i.e. the Physical Thai Medicine, the Pharmaceutical Thai Medicine, Physical Massage or Thai Traditional Massage and the Obstetrics Sciences.

There are 2 systems of the Thai massage that serves foreigners, i.e. the formal systems , i.e. spa, facial massage, body massage by tools and beautifying products, which will be expensively charged. The informal system is massage in the educational institutions. The early Thai massage has been found in Wat Pra Chetuphon, Wat Sam Praya and in some locality, the community wat/temples where people flock as massage center in villages or supported by some public offices, e.g. the community hospital in the districts and the provinces including tourist seaside resorts counted from Pattaya, Chonburi Province where the American GIs first visited for rest in Thailand. The later, it spread to Pathong beach, Phuket Province, Koh Samed, Rayong Province, and Koh Samui, Suratthani Province and so on. It is also found among Public Health Stations and Private Massage Parlors of both standardized and not standardized ones. However, the Thai traditional massage becomes high competition because many flow into this career particularly after the economic regression 1997. Layoffs from companies, shops and banks turn to queue for training centers supported by the government such as the institute of the Thai Medicine, Department of Thai Medicine, the Alternative Medicine and the Ministry of Public Health. But the Thai traditional massage profession at tourist seaside resorts are

facing problems, e.g. seasonal, insecure profession and income, some provide as sideline rather being effective, inadequacy of management, gaining by doing, inadequacy of service quality, standard control and skills. the Thai traditional massage can survive by having skills and quality service to meet the satisfaction of the market and the recipients.

The informal economic plays vital roles to drive the economic growth of the country. It is a mega-economic covering employment and income resource of the informal workforce. In 2003, there were 22-23 million people or 70% of the working age group with value of 2.23 trillion baht or 43.8% of the GNP (Office of the National Economic and Social Development Board, 2004: 2). At present, the national accounts cannot cover informal economy business because it is not clear. It makes the national account system cannot keep prevailing records. (Office of the National Economic and Social Development Board, 2004: 1). There are 2 kinds of informal economic system, i.e. the legal one, e.g. production and services in employment, vendors, buy and sell used objects, mobile phone service, shoe repairing, home working and so on. Goods produced and sold in these affairs will not be registered, no social welfare of employees, and no income declare. Another one is the illegal ones, i.e. goods production and services prohibited by laws such as trafficking, weaponry trades, illegal oil trades, prostitution, Thai woman trade in abroad, gambling and so on. the informal economic system of Thailand has mega values and critical to the formal system. It is proved by during the regression, it help absorb workforce from the formal economic system and considerably ease the effect (Office of the National Economic and Social Development Board, 2003: 2-3)

It is found in the informal sector that most people are remarkably sharing in the service sectors. However, the workforce in the service sector particularly profession needed to use knowledge inscribed deeply in the subconscious, which is typically personal or individualistic and aspire to relate with the expression like “know but inexpressible.” Such knowledge is not only hard to communicate and disseminate by relating but also needed training. It is called the “tacit knowledge”. (Kua Wongbonsin, 2002: 23). The tacit knowledge, such as Thai traditional cooking and Thai traditional massage are counted the social and cultural capital since ancient. The informal sector workforce exploits it as survival strategy in economic activities

whenever opportunity or channels permit. One channel is providing service for tourists. The Thai traditional massage selling knowledge in service for tourists amid the current of tourism growth is counted another alternative for those who fail from agricultural sector. In association with Thailand homes the world class destinations for tourism, including equipped with the social capital in terms of identical friendliness and hosting visitors differently from other countries, it is witnessed that ever since 1982, tourism has flown in top income into Thailand (Nawarat Phlainoi, et al, 2002: 112). In 2002, 10.79 million foreign tourists have entered Thailand adding the revenues to 3 hundred billion Baht (Office of the National Economic and Social Development Board, 2002: 11).

The expansion of tourism of Thailand revives more roles of the Thai traditional massage. Rationally, there are 5 patterns of touring, i.e. eco-tourism, edu-tourism, arts and cultural tourism, ethnic lifestyle tourism and local cultural life tourism. In particular, the health tourism by objective is distinguished into 2 types, i.e. the recuperation tourism and the health promotion tourism. The first is medical check-up and treatments, dentistry, beauty operations, and the sex metamorphosis operation, and so on. At the meantime, the health promotion tourism will include the Thai traditional massage, mineral or hot spring bath, ascetic exercises, Buddhist meditation, and so on (Patitta Tantivejkul, 2003: 31).

The health tourism is rapidly more popular. It might have been the stressfulness of people in the lifestyles of volatile competitiveness in society to survive under the values of easy life and to seek wealth under the philosophy of capitalism. Such stress drives people to seek relax and stress relief. The health tourism maximizes the needs of this group. Revitalizing the Thai traditional massage, at present responds to this health consciousness, which prefers prevention, is better than cure. It is witnessed that people turn to alternative medicine for treatments such as bio-psychology, hydrotherapy, aroma-therapy, pressing the spot, perforation, Chinese reflexology, yoga and Thai traditional medicine. What happens is at present sickness, sufferings and causes of death come not from diseases like heart diseases, diabetes, obesity, and high blood pressure, cell deterioration and stress. All these diseases corner modern physicians on treatments (Chek Dhanasiri, 2002: 3).

In summary, revitalizing the Thai traditional massage in the tourist seaside resorts is the consequence to adopt it as a service of the health tourism, which is currently popular and internationally accepted. Its selling point appealing service recipients is relieving stresses and muscles, easing some diseases without medicine, balancing body structures, beautifying complexion by massaging to re-energizing blood circulation and the natural intellectual therapy. It is safe from allergy or side effect in using medicine. (Export Promotions Department, n.d.: 1).

However, the bubble economy and its regression in 1997, the globalization also boosts tourism and services industries. Which drive and attract expansion the Thai traditional massage more? Meaning, the government has accepted the Thai traditional medicine to be an alternative for health treatment in 1994 by establishing the Institute of Thai Medical, Ministry of Public Health. In addition, the private sectors have expanded their private development organizations, which are interested in Thai intellectual in Medicare such as medicine problem study group, Project of recovering the Thai traditional massage, Foundation of Public Health and Development, and so on

Further, the government policy has strategic target to increase viability in the management of health service and health products to leverage per capita at the level of overview and of disciplines having the integrated Medicare service in both government and private sectors. To apply the strategy, the government has assigned the Ministry of Public Health to implement during 2003-2004 emphasizing 3 major products, i.e. provision of medicine service, health promotion service and, developing health products containing 9 items, i.e. specialized medicine services to provide dentistry, physical checks, spa service, Thai traditional massage, cosmetic, nutrition, Thai herbs, and long stay. Therefore, it is unable to cultivate covering all aspects of knowledge on Thai traditional massage.

Under such government policy, it requires the readjustment of management paradigm from maximizing profit to customer and service-oriented including concentrating on consistent and sustainable development to meet space and time (Antoinette, 1999: 1). Further, the globalization at present institutionalizes the development of workforce in terms of human capital or innovated human resources to meet new situation at present. Business and service competitions are more velocity. The

demands of the consumers have changed and need ever more qualified goods or services. Technology is volatile especially the IT (information technology) as well as the cost and expenditures of production and services have been endlessly increasing. The “Competency” has then been proposed to develop the human capital (Sukanya Rassameedhammachote, 2003: 7).

Therefore in revitalizing the Thai traditional massage to meet the globalization, it requires to develop workforce and organization of the Thai traditional massagers at tourist seaside resorts to earn viable qualifications. Meaning, the Thai traditional massagers at tourist seaside resorts need to develop competency of knowledge, skills, and attitude to enable effective work.

By the pre-survey, the researcher finds that the Thai traditional massagers at tourist seaside resorts, at present, it is found that they have only the knowledge of massaging but lack proper skills and attitude for this profession such as integrity to serve customers, communicating with foreign customers, realizing tourist principles (3S) – security, sanity, and satisfaction. Besides, the organization of the Thai traditional massagers at tourist seaside resorts ignores the competency model to screen and develop the organization of the Thai traditional massagers at tourist seaside resorts to meet the current government policy. Today, it emphasizes customers’ top needs and service excellence including lasting development in association with the trend of Medicare and health tourism in the globalization are growing each year by the above reasons. The researcher is interested to investigate the competency and its development among the informal sectors of the Thai traditional massagers at the tourist seaside resorts. Reasons are, they are grassroots’ workforce fostering community and restricted with potentials of education and income, social opportunity, in accessible to public welfare, viable to earn income in areas of tourism to promote the hospitality and tourism industry of the country. It is to find and to propose alternatives in developing competency of the informal workforce to seek mechanism and techniques that the informal workforces well readjust themselves amid the global changes using the existing cultural capital of the Thai traditional massage. The “competency” is used to investigate the development of the informal workforce sector in terms of human capital or human resources to meet the current business competition, which emphasizes consumer/ recipient-oriented rather than

maximizing profit only. To investigate the “competency” necessary for the Thai traditional massager at the tourist seaside resorts, it requires to use the concept of the Thai massage culture to study its patterns, its basic principles, its nature, its usefulness, and the massager’s attributes. The economic and the informal workforce are used to study meaning and types of economy and the informal workforce as well as related researches on competency of the Thai massagers. In addition, in the primary literature reviews, it is found that researches about Thai massages are likely few and emphasizing its history in the context of the Thai traditional massage (Saowapa Pornsripongse, 1994). Development of the Thai traditional massage is still inconsistent and standards of the Thai massage does not pass the foreign obligations and rules (Pennapa Subcharoen, 2002). Most communication with foreign tourists is in dilemmas. (Phongsuwan Srisuwan et. al., 2002: 80)

This study has been corresponded with the philosophy of population education in its interdisciplinary between social sciences, behavioral sciences and economics. Meaning, it is study on human behaviors of working age group who need to earn income for themselves and for their families by applying the social capital, which is the cultural intellectual to gain benefit from the globalization and enable them to survive such societies. Besides, this study realize the Population Education Identity containing the population dynamics, i.e. a study of the migrant Thai traditional massagers from each region to group at tourist seaside resorts for the purpose of the new subsistence production after the previous ones have been demolished by the trend of capitalist development where the agriculture sectors are disadvantageous under the conditions of price-taker affecting failures in production amid the crises of ecological and resource system. Further, in terms of population learning, it is to apply the education of the Thai traditional massagers to readjust the past local intellectual in order to earn income for the families or to take advantages from the globalization and for survival in the changing societies, including learning to increase necessary skills to satisfy tourists. It is also to realize population quality by studying the labor skill development, the development of human resource to raise human capital, and to develop competency of production for living. This study is also include contexts of poverty solution, the development of social and cultural capital, the development in competency of competitiveness and to indicate the gross

domestic happiness of the people at the grass root. It will be a key indicator of achievement in economic development. Besides, had the Thai traditional massagers been well developed in skills, they would have been able to develop micro enterprises viable to be network of tourism and service industry so as to raise on the other hand the key income of the country.

The Thai traditional massagers at tourist seaside resorts have ever been working in the industrial factory and informal workforce of private affairs such as beauty salon, caddy, vendors, construction contractors, housewife, construction labor, and so on.. When they fail in their career and even survive but less income than the Thai traditional massagers. So, by trends of needs among the European tourists attract the Thai traditional massage at tourist seaside resorts to relieve stiff muscles and cords, then the cultural capital by parents' instruction and inherited is used as vocation to earn more than the previous career. It is then taking advantages from the globalization. To meet the globalization is to apply the cultural capital of massage to serve the foreign tourists to meet the trends of health tourism. It needs to change career for survival amid the globalization.

To investigate competency development of informal sector labor: a case study of Thai traditional massager at tourist seaside resorts is to find to propose alternatives in developing informal workforce, to seek mechanism and techniques that the informal workforces well readjust themselves amid the global changes using the existing cultural capital of the Thai traditional massage. The theory of "competency" is used to investigate what competency the Thai traditional massagers at tourist seaside resorts own so as to survive the globalization. It also includes to find competency by qualitative research using the concepts of the Thai working culture to study how does the belief related to working? Also, how does the Buddhist concepts implant or instruct Thais about working from the reviews of proverbs, aphorism, idioms, and analogies commented about the Thai working?. How are the attitudes and values of the most Thais about working? The theory of the Thai massage is the additional theory to find its model and basic principles, its usefulness, its identity and attributes of the Thai massagers. The concepts of service quality are to investigate service principles and its improvements while the concepts of informal economy and workforce is used to investigate its meaning, and its kinds.

1.2 Research objectives

1.2.1 To study profile of the Thai traditional massagers at tourist seaside resorts

1.2.2 To study competency necessary for the Thai traditional massagers at tourist seaside resorts

1.2.3 To study approaches to develop competency necessary for the Thai traditional massagers at tourist seaside resorts

1.3 Research scopes

A study on Competency development of informal sector labor: a case study of Thai traditional massager at tourist seaside resorts is conducted in 3 sites, i.e. Muang Pattaya, Banglamoong District, Chonburi Province, Koh Samed Muang District, Rayong Province and Pathong beach, Kra too District, Phuket Province . But December 26, 2004 at 10.00 hours, there was the worst natural disaster burst first at the coast of Sumatra Island Indonesia and formed a “Tsunami” devoured over two hundred thousand lives and devastated the Andaman coasts such as Indonesia, Sri Lanka, Bangladesh, Mynmar and Thailand. In particular, the 6 southern provinces of Thailand, i.e. Phangnga, Phuket, Krabi, Trang, Satoon, and Ranong and Phangnga were affected most. About 100 loves were lost at the Had Pathong which included 3 seaside massagers. Such disasters destroy facilities such hotels drawing 50% decrease of tourists. Some seaside massagers temporary returned home leaving some in the Pathong beach or leaf to other careers. Such incident made the researcher unable to collect data. Then only 2 sites have been collected , i.e. Muang Pattaya, Banglamoong District, Chonburi Province, Koh Samed Muang District, Rayong Province.

1.3.1 The research questions are as follow:

1.3.1.1 What is the profile of the Thai traditional massagers at tourist seaside resorts, e.g. age, gender, education, income, training, years of working, exploitation of income, etc?

1.3.1.2 What was competency necessary for of the Thai traditional massagers at tourist seaside resorts?

1.3.1.3 What should be directions to develop competency necessary for the Thai traditional massagers at tourist seaside resorts?

To find answers to the research questions by arranging them for informants to express their opinions, it begins with the core issues and move to the minor to gain the indepth information about the competency necessary for the Thai traditional massagers at tourist seaside resorts. There are direction to identify the necessary competency and how it can be improved in terms of individual and groups involved in this career.

1.3.2 Question-guides for data collection contain:

1.3.2.1 The research question 1 is to collect the profile of the Thai traditional massagers at tourist seaside resorts, it engulfs sub questions as follows:

Part 1: The demographic and social information like age, gender, education, previous and present residence. Recent career before Thai traditional massagers entry.

Part 2: The economic information of the Thai traditional massagers contains sub question such as attracting and driving forces of career entry, primary intention of career entry and the economic information contains year of working in this career, average workhour per week and per day, income per day/month during March-October and November-February and so on

Part 3: Information of previous knowledge and skills before career entry such as type of massage, training and certification, basic Thai traditional massage, structure and position of the cords and spots of the body, knowledge on herb, how to improve knowledge and skills, critical problem risky to the Thai traditional massage to what foreign nationality, what areas should be improved to serve foreign customers, what are additional services satisfying foreign customers?

Part 4: Attitudes against Thai traditional massage career will be collected around common tourist seaside resorts. Sub questions are is it necessary to be punctual;? how and are there any differences to treat regular customer and walk-in customers? Should foreign customers be first treated because of better pay rather than The Thai customers? Should it be embarrassed to over charge the service? Should the massagers not only be money-oriented and service-oriented but also other affairs? Is gambling and drinking after work personal rather than career? and so on.

Part 5: Competency Developments will be collected around common tourist seaside resorts. Sub questions are should competency development of massage be encouraged? Who should be responsible persons in competency development should be the public sectors, business units, private organization or the massagers? Any needs for the competency development during workhours or outside workhours on Mondays-Fridays or outside workhour during Saturdays-Sundays? What are the needs in developing working skills such as English, Chinese, Japanese, services, building satisfaction or cleanliness?

Part 6: Service quality contains sub questions of what massage style foreign customers prefer most? What are devices of massage? How do massagers treat foreign customers? Which do massage groups have highest number of regular customers?

1.3.2.2 The research question 2 – it is to collect what competency is necessary for of the Thai traditional massagers at tourist seaside resorts.? Data collections are conducted among successful massagers, public officers of the management and operant related to promotion and development of Thai massage, foreign tourists, and tour operators. The sub questions are what are factors help career successful?, What qualifications indicate career success? and so on.

1.3.2.3 The research question 3 - directions to develop competency necessary for the Thai traditional massager at tourist seaside resorts and the data are collected among successful massagers, public officers of the management and operant related to promotion and development of Thai massage, foreign tourists, and tour operators, canvas bed owners and restaurant owner . The sub questions are who are responsible persons to develop competency either the public officers, private organizations, or the massagers? What areas of competency needed to be developed such as foreign languages, building customers' satisfaction and so on?

1.4 Research definitions

Competency is referred to an individual qualification allowing the performance to achieve the organizational objectives. Components of competency

include what is seen and measurable externally; i.e. knowledge and skills and the tacit knowledge, which is difficult to measure, i.e. attitude.

Knowledge is referred to perception of basic Thai massage in both theory and practices based on the Thai transitional massage for health (150 Hrs.) of the Thai medicine Institute, Department of Thai Medicine Development and the Alternative Medicine, Ministry of Public Health.

Skills are referred to expertise in career implementation of the Thai transitional massage at the tourist seaside resorts such as expertise of amateur massager, skills of cleaning, skills of language communication, skills of customer-care, skills of tourism and so on.

Attitude is referred to qualifications or behaviors related to foundation or conditions of the mind to express feeling or ideas, which is based on belief or experiences in terms of either positive or negative behavior and practices of the Thai transitional massage at the tourist seaside resorts against traditional massage career such as values, preferences, morality, and career ethics and so on.

Thai traditional massage is referred to the unofficial massage, which is the massage for the common. There is inheritance and training according to local culture to help oneself within the family using all parts of the body such as hands, knees, elbows in massaging. Perfrication by medicinal balm, olive oil and counterpain oil are used to relieve muscles and stress, which is the health promotion. Pressing, rolling, grabbing, pulling, pounding and chopping are used in the massage and during the client lies on one's back, or on side, or prone, or sits, and stretches. One hour is spent in each time.

Massage for health is referred to massage for relieving the muscles in the entire body to relieve stress and reduce fatigue allowing better blood circulation and strong health.

Informal workforce is referred to career and business workers in the production and service to build job and income without being subject to the public management operated both legally and illegally or regulated. They are the production groups are minor farmers, agricultural labors, and subcontractors working at home. The trading and service, which are vendors, selling and buying used objects. The transportation group, which are public motorcycles for hire, and transportation vans.

The household affair groups, which are consumption products for the households, household works, and child raising. These are workforce without guarantee of living and outside social security policy but well regulated and unable to access the social security system, insecure of work conditions, volatile income and likely risky job.

Thai traditional massagers is referred to the informal workers working on massages as profession along the beaches of Pattaya, Banglamooong district, Cholburi; Koh Samed Muang District, Rayong. They include both male and female living in Cholburi, and Rayong, with the massage experiences of more than one (1) month.

The outstanding massagers is referred to the Thai massager regularly earns more than 700 Baht a day during peak season (November- February) having many regular foreign customers and accepted by massagers' colleagues of outstanding performance. It includes being an expert in the Thai traditional massager, professionally ethical, conscious in service and good human relation.

General massager is referred to a Thai massager, who earns lower than 700 Baht a day during the peak season (November- February) having few regular foreign customers with income average less than 700 Baht a day during the peak season and not accepted by massagers' colleagues of outstanding performance.

Recipient is referred to the foreign tourist using the service at tourist seaside resorts along Pattaya, Banglamooong district, Cholburi; and Koh Samed Muang district, Rayong.

1.5 Research benefits

1.5.1 Findings would enhance knowledge of the Thai traditional massage in terms of the profile and necessary competency of the Thai traditional massager at tourist seaside resorts, including approaches to develop necessary competency.

1.5.2 Findings would be applicable as primary data to set the public policy relating to approaches to develop necessary competency and model of service quality of the Thai traditional massagers amid context of globalization.

1.5.3 Findings on components of competency model would be applicable in developing the Thai traditional massager at tourist seaside resorts.

1.6 Research conceptual framework

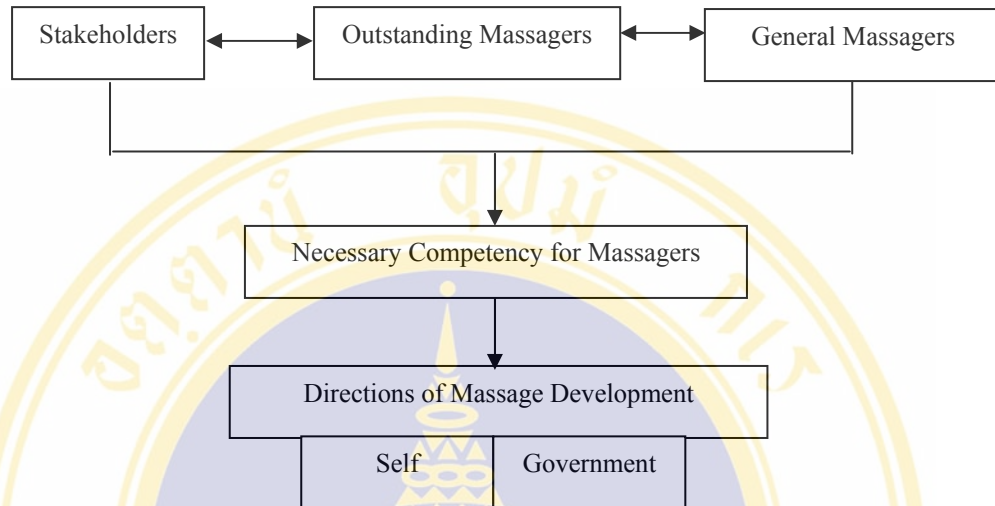


Figure 1 Conceptual framework of the study

This investigation is focused on the existence of the Thai traditional massager at tourist seaside resorts on what is necessary competency? What direction of competency development by massagers and what are provided by the public investigated among the stakeholders containing foreign tourists, public officers promoting and developing massagers at level of the management and the operant, tourist operators, canvas bed owners, foodshop owners, outstanding massagers and general massagers.

The study of competency of the Thai traditional massager at tourist seaside resorts with unit of individual analyses investigating on what are their profile and competency necessary for them, the what is necessary direction of competency development relevant to the needs of the foreign tourists?

CHAPTER 2

LITERATURE REVIEW

An investigation of competency development of informal sector labor: a case study of Thai traditional massager at tourist seaside resorts is to study profile and competency and direction of its development necessary for the Thai traditional massagers at the tourist seaside resorts. Related literatures has been reviewed as follows:

1. Concepts of competency
 - 1.1 Definition of competency
 - 1.2 Components of competency
 - 1.3 Competency model
2. Concepts of working culture of the Thais
3. Concepts of the Thai traditional massage
 - 3.1 Massage model
 - 3.2 Basic principles of Thai traditional massage
 - 3.3 Nature of Thai traditional massage
 - 3.4 Benefits of Thai traditional massage
 - 3.5 Attributes of Thai traditional massager
4. Concepts of quality service
 - 4.1 Definition of service
 - 4.2 Components of service job
 - 4.3 Principles of service
 - 4.4 Approaches of quality service development
5. Concepts of economy and informal labors
 - 5.1 Definition of economy and informal labors
 - 5.2 Categories of economy and informal labors
 - 5.3 Related researches about competency of Thai traditional massage

2.1 Concepts of competency

The concept of competency relates with competency advantage between organizations. However, this concept has developed during the trend of globalization due to the introduction of comparative advantage after WW II. It focused on readjustment of production process and service to have quality and more enduring than competitors using engineering techniques. Therefore during the two decades after WW II, still there were likely less interest in human competency in an organization. In the following decade, the comparative advantage was still not emphasizing human competency but on sales strategies to compete winning customers on account of during this period capacity of production is relatively similar. During the trend of globalization when the information technology and communication grew, it drives fast change in business. Therefore, the competitive advantage moved to human competency to build innovation and highly flexible to the situation to boost the organization into the advantage position of competition leading other organizations (Aphirak Wannasathop, 2002: 16-17).

Interest of competency has been introduced when David C. McClelland, a former psychologist of Harvard and founder of McBer & Company (a consultant company) has helped the client company to assess and develop its employees. Early 1960, McClelland wrote renown article printed in the American Psychologist on “I.Q. and personality tests then in common use were poor predictors of competency.” He believed that the company should hire personnel based on competency rather than testing scores. The following decade, McClelland was requested by U.S. Foreign Service to develop the “new method” to predict employees’ performance. Main target was to eliminate prejudice of the previous IQ test and aptitude test (AT). At that moment it was the starting point of the test in the scope of competency (Cooper, 2000 cited by Danai Tianpoot, 2003: 55-56).

Around early decade of 1970, an officer in the United States information Agency – USIA attended a workshop conducted by a Harvard Professor, Dr. David McClelland, a renowned psychologist, who was especially interested in the achievement motivation. He had developed personality test to explain what attitudes or conducts found among high flyer person. The workshop roused the officer thinking that

McClelland's techniques might help solve recruitment of the agency. Rationally, even there are black and the minority always applied to work in the library and in the cultural reps for the foreign affairs. But the existing recruitment restricted those people since early stage. In addition, the test used was unable to identify how much skill applicants were. The officer asked McClelland that could he identify attitudes and conducts of the Agency staff of their smartness so that the Agency can screen staff using more proper criteria than the previous ones. McClelland agreed by asking he name of the smart officers from the Personnel Director and from the top management. He also asked for namelist of the reliable staff but not so outstanding. Then he and his colleague, Charles Kelly began to interview by namelist to find differences between the two groups. He asked 50 staff describe situations allowing them best working and another 3 situations worsened their job. On this account McClelland and Kelly questioned all in details to find clear picture on what they talked? What they did: when?, where? How many were present? And so on. When data were analyzed they help both to find patterns that best performer showed what competency what the other could not show the useful one and it was better than common management unrealized. Competency should be ability inborn since birth and newly developed (or both gifted and gained). Its nature is like a pyramid having the gift as foundation and skills learned, experimented, and experienced are in the middle while the top is specific behavior expressed both gifted and gained. What are ways to investigate competency? The correct track is to study outstanding performance to check behavior canned in a model and could describe whether the person could fulfil the job or not. It is focused on only the constructive behavior instructable or changeable by training, directing, teaching and other developments (Anntoinette, 1999: 8)

Techniques to find competency have been improved but the one best efficient contained common some natures and followed what McClelland identified, i.e. considering what brought to reach the best performance including finding the best method and investigate how did the person do. We could divide these principles into 2 as follows. First, focus on the person with top success without setting hypothesis with roles and duties. Second, put all spirit into what those persons actually do. In conclusion, the competency of the Thai traditional massagers by Dr.David McClelland an author of The Competency foundation has defined these glossary for

the human resource administration including what was simply seen and measured externally, which were skill, knowledge and what was so deep unfathomable is the attitudes.

2.1.1 Definition of competency

At this moment, there is no Thai definition interpreting the word “competency”. Relative meaning are knowledge and capacity, expertise, specialization, keen in skills, crafts, conduct, habit, potential, ability and promptness and so on. However, in the concept, many theorists defined competency as follows:

McClelland (1993 cited by Sukanya Rassameedhamachote, 2003: 7) defines that it is the tacit personality in an individual, which can drive an individual to do good performance or to meet the criteria determined by one’s responsible job descriptions.

Boyatzis (1982 cited by Ratchaneewan Wanichthanom, 2004: 1) defines that it is “an underlying characteristic of the person which could be a motive, trait, skill, aspect of one’s self image or social role or a body of knowledge which he or she uses”.

Klemp (1980 cited by Anntoinette, 1999: 5) defines that it is “an underlying characteristic of a person which results in effective and/or superior performance on the job”.

Johannesburg (1995 cited by Anntoinette, 1999: 5) defines that it is “a cluster of related knowledge, skills, and attitudes that affects a major part of one’s job (a role or responsibility), that correlates with performance on the job, that can be measured against well-accepted standards, and that can be improved via training and development”(Parry, 1996:50).

Spencer & Spencer (1993: 9) define that it is the identical attributes inborn in each individual consequential to norms and referable in working to efficiently meet each situations and surpassing others.

Krajang Phanthumnawin (2004: 3) defines that it is the critical behaviors required behaving so that any works will successfully be achieved. Hayes Group of Company defines that it is the identical attributes allowing a staff to achieve outstanding performance than the others. The staff performs behavioral attributes

more than the other colleagues within more diversified situations and better performances. Sources of attributes are from motives, traits, self-image and social role, which each individual differs and differently behaves.

Fletcher (1992 cited by Chiraprapha Akaraborworn, 2004: 3) defines that competency is divided into 2 groups, i.e. the British Approach and the American Approach¹

Table 1 Comparing definitions of competency

	British Approach	American Approach
Objectives	Assessment to certify the staff or the personnel	To develop Competency for the personnel
Process	Identify standardized performance of the career	Describe outstanding behavior to identify Competency
Scope	Competency is to specify and consistent to the career	Competency is the identity in each organization

It is seen that to clear this thoroughly is critically necessary for operant involved because competency might have been the standard competency of an individual or the competency of a smart person. Both concepts differently affect the implementations.

There is adoption of the standard competency of the British Approach in Thailand such as identifying competency by each career of the Department of Skill Development and the Industrial Council, which identify such competency because of many objectives; 1) To certify the ability of the person in the career and identifying competency and test competency among the graduates allows business organizations selectively employ staff by competency rather than selecting high qualified ones from renowned institutions but unable to work as want. 2) Specify remuneration by competency – some personnel work for 10 years might be unable to work like an engineer. Payment by competency motivates competent personnel work longer with the company. 3) To develop the personnel in the career by competency e.g. what ability a lathe operator owns to gain competency class¹. Certainly, they are

knowledge, skills and different behavior from the competency class 2.

Competency by the American Approach differently implement because its objective is to develop personnel in strategy or to develop personnel by company-based. It is impossible to train a graduate from National Institute of Development Administration to be the personnel like Chulalongkorn University. Those 2 universities have different managerial culture even they are similar to provide educational services.

Methawut Peerapornvitoon (2004: 3) defines competency that it is the identical attributes of an individual, which are likely lasting and related to performance, predictable and dividing operant into 3 kinds, i.e. excellence, normal and low/ need improvement.

Nadayak, (2004: 1) defines that it is the ability used to yield achievements and objectives, It drives to gain knowledge, know-how, attitude or conducts certainly help to encounter and solve situations or problems.

From different definitions of the British Approach and the American Approach leads to the different competency. If the British Approach is followed, one can identify competency in personnel in general in a workplace because it identifies the capacity of personnel by profession. Had it been by the American Approach, one can find the competency from the best performing personnel to be as prototype of the competency development of the personnel in the position. So, before identifying any competency by the American Approach it needs observation and interview conducted with the personnel with outstanding performance in those positions so as to find competency in the position of the organizational context. So, it is different from the British Approach, which can be found from any workers. (Chirapha Akaraborworn, 2005: 5). In conclusion, competency among the Thai traditional massagers is to find the behavioral traits necessary to allow their performance successful to build satisfaction to meet the needs of the recipients or the foreign tourists. It s not the performance leading to objective-based of an organization. But it is an investigation of the competency at the individual level like personnel in an organization because to develop quality of population at present is the national agenda. It is the development on part of the social capital to acquire quality and competency build creativity, which is the qualification adding the ability of community, sociality and the nation allowing

individuals to have better quality life. Also, it allows the people at the grassroots to exploit the globalization using the cultural capital, i.e. the Thai traditional massage as career in order to survive globalization. So, this study is to describe the outstanding behavior to identify competency necessary for the Thai massagers. So, the definition of competency is synthesized by way of the American Approach. It is to study the behavioral nature inborn in them, who have better outstanding performance to be as prototype in the competency development and to be as the motives to gain knowledge, skill and attitude to build satisfaction to meet the needs of the recipients.

2.1.2 Components of competency

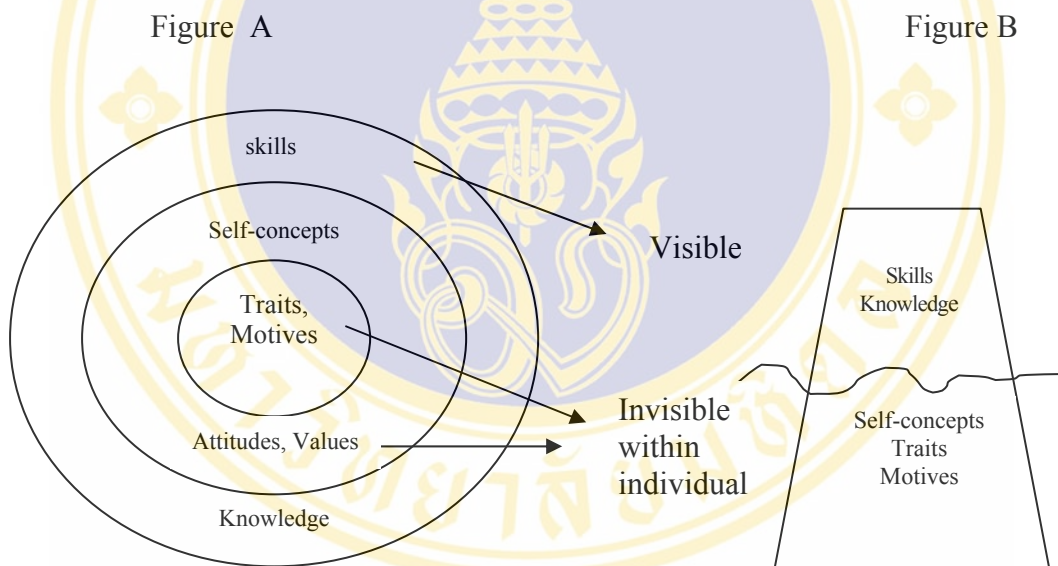


Figure 2 Components of competency

From both figures, McClelland comparatively explains that “ Figure A” is the 5 components of the competency while the" Figure B” is division of the competency by difficulties of development. Meaning, the part of knowledge and skill are counted each one can easily develop by studies (to gain knowledge) and practices (to gain skill). Some theorists call this the “hard skills” while the rest are the self-concepts, attitude, values and perspectives of self-image and traits (identity of each

individual) and motive (motivation or inner drive), which are difficult to develop and hidden in each individual. Some theorists call this part as “soft skills” such as leadership, stress tolerance and so on.

In investigating the component of competency, David C. McClelland the key theorist systematically analyzes as follows.

David C. McClelland explains the human personality is compared to an iceberg containing the floating part and the part under the water as follows:

The part above water is easily seen

1. Skills – is referred to what an individual knows and does well, e.g. reading, listening, and driving and so on.

2. Knowledge - is referred to what an individual knows and understands the principles of a specialization e.g. accounting, marketing, politics, and so on.

The part under water is difficulty seen

3. Social Role - is referred to what an individual wants to communicate to others in society to see what roles one has to society, e.g. like to help others, etc.

4. Self image - is referred to what one sees oneself such as leader, expert, or artist, etc.

5. Traits - is referred to character of an individual permanently behaves such as good listener, cool, and humble, etc.

6. Motive - is referred the drive born in the mind an individual, which affects the action. For example aspiration to success makes all expressions leading all the time to success.

Methawut Peerapornvitoon observes that components of competency contain knowledge, skill, attitude, values, self-concepts, personality and motivation.

This investigation is based on David C. McClelland in dividing components of competency deliberating them in areas of knowledge, skill, attitudes corresponded with the analyses of the Thai traditional massagers at the tourist seaside resorts as follows:

2.1.2.1 Components of knowledge

Knowledge in the Thai traditional massage is typical. It is the tacit knowledge. Nonaka et al. (1991 cited by Kua Wongboonsin, 2002: 22-27) proposed a

model of knowledge creation on both individual level and organization using 2 natures, i.e. explicit knowledge and tacit knowledge do that investment on human capital will efficiently and endlessly facilitate the human development.

Explicit knowledge bugs in the conscious mind or explicable in dissemination of knowledge in speaking, writing such as relating by words, disseminating data in from of statistics, and write down ideas in handwriting as well as preparing manuals and so on. The tacit knowledge bugs in the subconscious mind. It is a special personal knowledge of individualism and hard to express. It was divided into 2 natures; 1) knowledge in terms of expert skills and specialization, and 2) knowledge in terms of perception using conceptualization and the process of perception, sensation, of each individual. In summary, the tacit knowledge is the foundation and motive on most decision making of an individual.

Both knowledge needs to support each other and interact to make knowledge perfect. Knowledge creation needs 4 processes as following model.

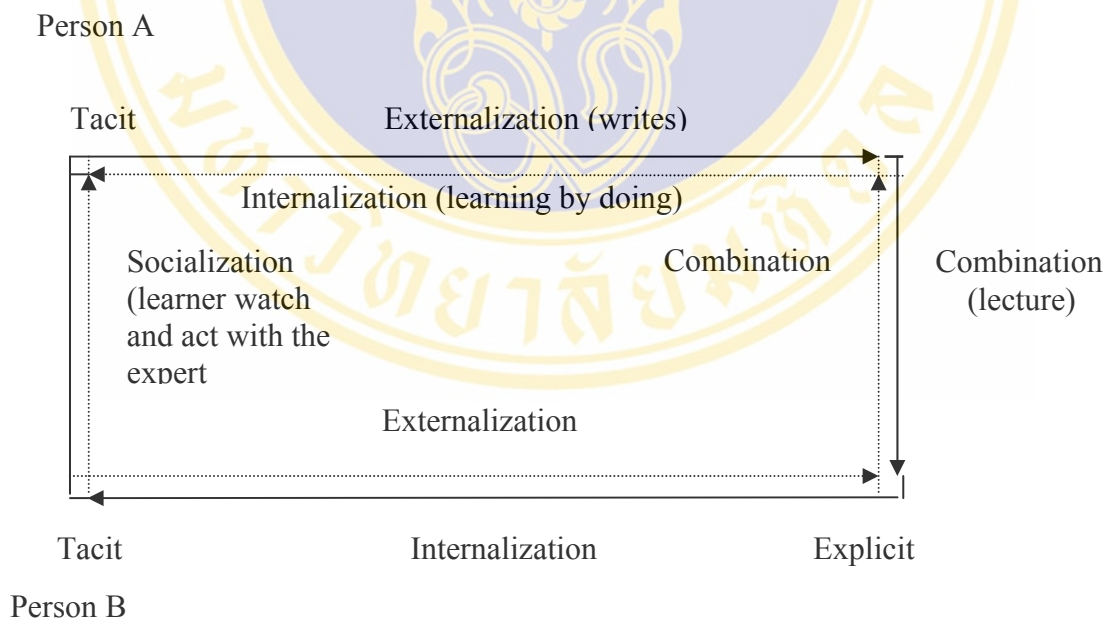


Figure 3 Knowledge creation process of 2 persons

Externalization is the process of dissemination of tacit knowledge to communicate and transmit to other to perceive and to understand like explicit knowledge.

Combination is the process in systematizing idea into the knowledge system by modifying the explicit knowledge which is communicable by speaking and writing to become the group of more complicated in the tacit knowledge that it might use sorting, addition of knowledge, integrating the previous knowledge in the explicit level communicable by speaking and writing. Such process could be operational in both individual and the organization.

Internalization is the process of rooting the explicit knowledge into tacit knowledge using 2 steps 1) using the entire body experience as means to modify new knowledge at the level of New Explicit Knowledge integrated to be the knowledge at the level of tacit knowledge. Therefore the knowledge at the level of new explicit integrated will deeply rooted into values and action, which are integrated or replace the previous conceptual frames and personal existing skills. 2) Using personal knowledge to Reflect in the nature of Logical Reflection and Critical Reflection to arrive at the Holistic Learning Process.

Socialization is a friendly exchange and disseminates knowledge among individuals even unspoken. This process relies on a critical condition, i.e. the process happens between 2 individuals, who stay together, knowledge creating together. Both are willing to disseminate and receive or exchange knowledge and skills of each other selflessly but concern on the other party genuinely.

In summary, the Thai traditional massage is the knowledge at the level of tacit, which can be trained and disseminated by socialization, which is the friendly exchange and disseminate knowledge among individuals. Generally, it was the private teaching by either the teacher or the senior using demonstration and practices. Content of the lessons are likely the sharing of the teacher's experience and teach anatomy as in ancient time with instructing ethics using moral principles as key. When the time is covered, the teacher will test learners by himself by the learner will massage the teacher before conferring the certificate. If it were unlikely, the learner needs additional studies without charge.

Test is divisible as in the following levels:

Lowest level is only recall such as remember the word "good governance" and what does it mean and how many component were they?

Upper level is the interpretation not only remember but also tells that nature perceived or things is coursing has miss what components of the good governance such as transparency, can be audited, and genuinely participating.

High level of the knowledge and understanding – application of problem solving, when there is problem of management it is capable to use the existing knowledge of the good governance to effectively solve the problem.

2.1.2.2 Components of skills

1) Definition

Pattanawadee Xuto et al. (2003: 49-57) collect definition of skills and report as follows:

Skill is referred to aptitude and at the meantime can be as follows: (Royal Institute, 1989 b: 88)

Skill: expertise (Royal Institute, 1995: 390)

Expertise: aptitude and clear (Royal Institute, 1995: 268)

Therefore, skill in working is referred to expertise in working or clarity in working

However, skill is referred specifically by objectives of subjects or workplace such as the social sciences dictionary explained that (Royal Institute, 1989a: 332)

Skill: adept craftsmanship, or viability to work in special ones. Adeptness is an art to be learned by practice, training and to maintain it depends on the competency and training of the person.

Department of Craftsmanship Development (Ministry of Labor and Social Welfare, 1998: 38), which is responsible for training skill for work or specially called “workforce craftsmanship”. It explains as follows:

Skill: the ability earned by practice to make the work complete. Usually, it means handicraft and ability to effectively work out bits of work in each profession. Skill contains 3 components, i.e. knowledge, skill, and attitudes. The International Labor Office (1998: 35) defines it as follows:

Skill: practical ability acquired or necessary qualification for specially or at full ability working or special job.

Therefore, it is seen that definitions of skill by specific vocabulary are not different from its definition applied to work as mentioned above. It is only defining that skill of working is the expertise in working but does not indicate 3 components of working skills and source of skills such as training and so forth.

2) Components of working skill

It is accepted “performance” of an individual is the consequence of the 3 traits, i.e. knowledge, skill, and attitudes abased on learning of an individual. Many theorists, such as Bloom (1956), Krathwohl et al. (1973) Nolker & Schoenfeldt (1980) (Sopsan Uttakrit, et al, 1992: 50) categorized purposes of leaning as follows:

(1) Cognitive domain – it is the intellectual capacity containing steps: knowledge or memory, comprehension, application, analysis, synthesis, evaluation. The purpose in learning in this step is the highest ratio.

(2) Psychomotor domain - It relates to the muscular and physical skills, or some actions need the coordination of muscles and nerves. It might be related with writing, and speaking, which contains steps of imitation, manipulation, precision, articulation, and naturalization, in other words, having physical skills (especially, artful hand) and with literacy.

(3) Affection domain relates to emotion and internal sensation. It might be acceptance or rejection things e.g. admiration, attitudes, values, emotional prejudice. the affection domain contains different steps, which are receiving, responding, valuing, organizing, and characterization, which might be each individual integrity or attitudes.

3) Foundation of working skill

Education, training, and development are foundation of learning purposively cover 3 component as stated above. Therefore, education, training, and development are the source of working skill. However, Nadler and Nadler (1989: 4) proposes The Human Resource Development Model or The HRD Model and explains some differences of the project and activities of those 3 types, i.e. Education, training, and development whether they have any differences relating to specific job and the

current time or in future needed to apply what have been learnt with the following explanations.

(1) Training: it is to provide learning experiences focusing on a specific job at present moment. Therefore, what has been received from training will be immediately applicable.

(2) Education: it is to provide learning experiences focusing on jobs for future: preparing for the job or duty to perform in future.

(3) Development: it does not focus to any specific job but for perfect growth as a quality person.

Based on concepts of Nadler and Nadler, the 3 projects and activities will happen in the workplace such as industrial factories or large size business companies where they have department of human resource development to handle the affairs. Generally, it cannot internally restrict those 3 activities. Actually, these activities happen in daily life of an individual. Only one has to consider the specific job and time to be applied to make them functional including beyond boundary of workplace, such as being the citizen, an individual need to have education and development of oneself provided by the government. At the meantime, when having to work, one may have additional training to raise capacity in working. Nevertheless, it is counted whether it is education, or training, or development, they have goals for an individual to learn in order to raise quality and efficiency of working. It requires dynamism readjusting to the environment and innovations, which are always changing till being learning for life. There are relationships between knowledge, skill, attitudes and education, training, and development.

Nawarat Phlainoi, et al.(2002: 166-167) refer the nature of working skills in tourism at the level of organization and individual as follows:

(1) Working skills at organizational level

A.Strategic skills, i.e. planning tourism containing

- Quality of plan
- Following the plan

B. Managerial Skills containing

- Systematizing the work
- Personnel management

- Information management
- Management by technology
- Coordination skills
- Negotiation skills
- Problem-solving skills

C. Tourism Operational Skills containing

- Development skills on tourist sites (sites, activities, pattern)
- Financial management skills (marketing promotion, products promotion)
- Communication skills (insiders, outsiders and tourists)
- Service providing skills (accommodation, meals, transportation, souvenir)
- Community organization skills (public/tourist obligation)

(2) Individual skills

A. Technical skills

- Service providing skills (accommodation, meals, guide, transportation, safety, laundry, souvenir, and information)
- Managerial skills (tourist sites development, goods distribution /service management, marketing management)

B. Human Relation skills (communication, reception, public relation, friendliness)

C. Thinking skills (tourist business administration, conservation and supervision of tourist sites, transmission of knowledge, and intellectual property)

Kua Wongbonsin (2002: 11) concludes that expected working skills in globalization are

- Life long learning skills
- Creative skills
- Connection skills, foreign language for necessary working in terms of speaking, and listening e.g. English, Chinese, French, German, Japanese, Russian.

- Adjustment skills in terms of creative problem solving
- Satisfying customer skills

- Self and vocational development skills
- Group dynamic skills
- Facilitation skills
- Negotiation skills

From the study of Boonyasak Jaijongkit (1998: 28) - new breed employees in the definition of SCANS are specify to have following personality

- Collaborative in teamwork
- Know how to mentor others
- Know how to serve customer and contact person
- Trainable to be leader
- Know how to negotiate for finalization
- Workable with cross ethnic, culture and religion

4) Assessing level of working skills

From the study of Thawilwadee Booreekul et al.(2000: n.p.), on examining value level of indicators or thinking method of valuation of the indicators found out that the Taxonomic Classifications of Instructional Objectives based on Bloom 's principle (1956) and later developed by Guibert J.J. (1997) to distinguish the measurement in each type of capacity on Knowledge, Skill, and Attitude in order to determine Range of value.

Assessing skills in different levels

The lowest level is Imitation, i.e. unable to work and need to observe examples all the time

The medium level is control but in expeditious enough to do by oneself

The high level is Automation, which is expeditious and understanding able to do by oneself and able to improve for better.

2.1.2.3 Component of Attitude

1) Definition

Many similarly define the “affection” or “attitude” as follows

The dictionary of the Royal Institute (1982) define that it is the dispositions or sensations of an individual toward something

Hornby et al. (n.p.), define that “attitude is way of feeling, thinking or behaving”

Guilbert (n.p.cited by Webster dictionary, n.p.) define that attitude is referred to “behavior representative of feeling or conviction; a persistent disposition of act either positively towards a person, group, object, situation or value”

Friend & Guralink (1957: 95) define that attitude is referred feeling and opinion

Good (1973: 48-49) stated that attitude is referred to tendency and gesture toward a thing or a situation or a value by having sensation and emotion involved in the opinion. The attitude cannot be observed but the emotion can be estimated from behavior by expression and dispositions.

Hahn (1976: 83) said that attitude motivates an individual to act as like or dislike sensation toward a thing or an individual allowing the behavior from foundation belief, such as It is believed that what is right generates good attitude about the thing. Therefore, attitude might be congenital from the following:

- Experience of each person
- Role model in teaching from others
- Receiving information differs attitude

Types of personality and nature of an individual those are found of having autocracy would conflict wit other groups rather than those having democratic nature.

Praphaphen Suwan (1983: 14) concludes that attitude is the opinion aroused by emotion, which allows an individual ready to act anything. Attitude plays role in helping us improve ourselves, self-protection to express different values, and helps an individual understand the world surrounding. Former experiences of an individual helps generating attitude.

From different definitions, it may conclude that attitude is referred to qualifications or behavior related to the foundation or mental state such as values, preferences, habits, morality and ethics.

2) Components of attitude

They are divided into following 3 components Ferguson (1952 cited by Sureeporn Pattrarapornnant, 1999: 14)

(1) The cognitive component: it is the perception of the drives, which are parts of the knowledge of attitude helping in evaluation, and summarize the results against different drives. Attitude will be expressed in belief on what is right and what is wrong.

(2) The affective component: an element of sensation or emotion resulted from an individual receives and estimates sensation against the drives. It make one knows the direction of emotion or sensation whether it is positive or negative. Attitude will be expressed in preferences or not preferences, satisfactory or dissatisfactory.

(3) The Behavioral Component—an element, which expresses tendency of an individual to behave or express. Attitude is expressed in acceptance or rejection.

These three dimensions of components are not necessarily correlated. For example, some may have less knowledge in something but so violent in the thing and attempts to protect or anti the thing. On the contrary, an individual may have known the thing well but the knowledge acquired doe not change the behavior such as knowing smoking is lethal to health but still doing or smoking every day.

3) Levels of attitude

Many have divided into diversely relative but the most simple ones are the model of Guilbert, which are divided into 3 levels as follows:

(1) Receptivity of Attention is the primary level referring to the mind perceives any situations such as anxieties. Findings from laboratory are that anxieties are generated by fear of being infected by acute disease. Attitude to take interest in patient may not be within the physician or not perceiving the anxieties of the patient.

(2) Response is the following level. When the mind perceives and feels attention, it still behaves to respond the incident or the state perceived. For

example, with the incident above and when the physician observes that the patient is anxious, the physician may converse and explain to ease the patient's anxieties.

(3) Internalization: it is the highest level to yield values or being imbued in the values of anything to the level of behaving to endlessly respond the incident related to the thing. For example, if any physicians have the attitude to help easing psychological anxieties of the patient in this level, whatever incident make the patient gets anxieties, the physicians will perceive and see as well as always help appropriately.

4) Expected attitude of Thai traditional massager

Each individual differently owns each burden and responsibility, or different professions have different expected attitude. Also, being parts of society, all not only own proper attitudes toward their own duties, regardless professions, they are required to own attitude turning themselves and society live peacefully.

From the concepts above, attitude may be divided into 2 categories, i.e. basic attitude and professional attitude.

(1) Basic Attitude is referred to positive attitude to behave for living and in the living, e.g. honesty, responsibility, diligence, thrifty, empathy to society, for the common interest, and disciplinary and so on.

(2) Professional Attitude is referred to the negative attitude for carrying out career properly, efficiently and effectively. This attitude owns vital issues to each profession and some may regulate its own ethics.

2.1.3 Steps to Find Competency

There are 6 research methodologies to find competency are as follows:
(Spencer & Spencer, 1993: 94-95)

2.1.3.1 Performance by identifying what behavior will be indicator

2.1.3.2 Compare the Thai traditional massagers at the tourist seaside resorts who are superior performers and the average ones to find the criterion sample applying the techniques of Behavioral Event Interview (BEI) which allows the respondents to respond 3 topic of best achievement and 3 worst failure to find

behavioral nature of the superior performer

2.1.3.3 Collect data from superior performers how their behavior lead them to success.

2.1.3.4 Analyze scores of BEI gained from the Thai traditional massagers at the tourist seaside resorts who are superior performers and the average ones to find different behaviors among these 2 groups and the superior performer is called “competency” by David C. McClelland.

2.1.3.5 Check validity by modifying data gained from the test as questionnaire to question the superior performer.

2.1.3.6 Use results of competency to develop the human resources.

In the investigation of competency, the Behavioral Event Interview (BEI) is key to find competency. The BEI serves as resources to raise hypotheses of competency, which indicates superior performance. So, the investigation of competency among the Thai traditional massagers at the tourist seaside resorts of both successful one is to find necessary competency and the failure ones to find what are the missing competency. (Spencer & Spencer, 1993: 114-115)

2.1.4 Competency development through training

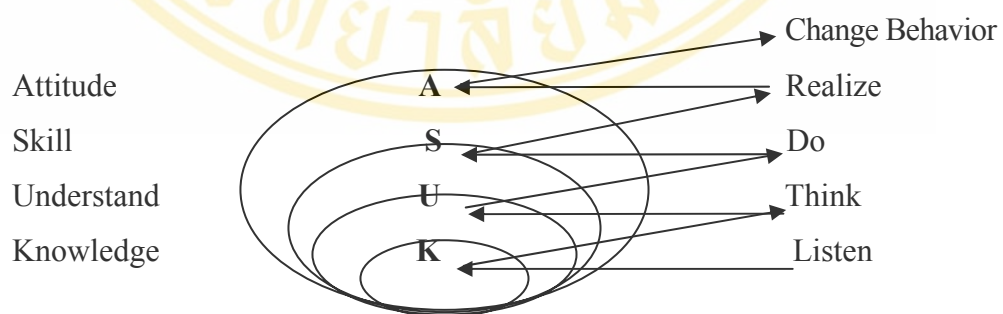


Figure 4 Purposes of training

Training is referred to procedures in organizing to increase work competencies regarding attitude, behavior, aptitude, skill, knowledge, and capacity of an individual for better performance. Generally, it is divided as follows:

2.1.4.1 Orientation training is to train new hire to know regulations and working process of the organization in general.

2.1.4.2 Basic skill training is the training for lower level employee or the operational employees with unlikely educated and find problems in reading, writing, or simple problem solving such as not understanding tag caution or symbols stick to the machine (ignorance to safety rules) or unable to write simple letter to customer.

2.1.4.3 New technology training this training is used when there is changes in technology such as on-line Training

2.1.4.4 Team training this training is used with merging organization or in downsizing or Redesign Production Process where teamwork is needed. Significantly, Training should help employees readjust to new team or Teaching others and learning from others.

Alternatives of training to meet the position duty and responsibility, i.e.

- OJT, Coaching
- Inside Participation (meeting, and project assignments)
- Outside Participation (visit other organization, coordination or working with outside organization)
- Organize internal training courses to meet specific job.
- Organize external training courses

Chiraprapha Akaraborworn (2004: 10) observes that training is a technique in developing competency or personal traits and it might need other methods such as job assignment, identifying KPI (Key Performance Indicator), a 360 degree assessment, and shadowing and so on.

The job assignment, identifying KPI (Key Performance Indicator) is simple in developing competency. Courses are unlikely found but the management can develop competency by itself or if the subordinates are not creative, the management may set KPI that they must present 2 techniques to improve job in the ness assessment round. This is another way to develop subordinates.

The 360-degree assessment is to appraise the stakeholder and the operants in the position. There are countless researches in many countries and can conclude that this method is effective only for development (see researches of

Academy of Human Resource Development in Asia, 2001: n.p.) particularly the competency development. Meaning it is to allow personnel in a position realize oneself better than the surrounding people realize themselves so that the appraisees can use to develop themselves.

The shadowing is another techniques the management asked the personnel required to develop to participate with the superior performers. Such teamworking helps seeing performance leading to success. It is a technique of competency development.

2.2 Concepts of working culture of the Thais

2.2.1 Working culture and development

From the studies of Phaisan Kraisit (1981: 42-49) a social science researcher attempts to investigate indicators of economic and social development and changes. He finds that the human factors containing attitudes, values and belief of each one who accept s new things, will accept creativity. This is a critical factor. The individual traits will be motive to build development activities. (Cheema,1977: 7). Prasert Yeamklinfoong (1975: 13) proves that reasons of attitudes, values and belief of an individual in societies accepting ideas and new techniques, will connect to planning, organizing, and efficient running the development process. Sociologists compare social structures and cultures to find answer why development emerges in some countries and not in many countries. Part of the answers is these countries have different social structures and cultures.

In addition, many theorists comment the cultural factors influencing development, such as:

Foster (1973: 2- 4) comments that development is a process of the cultural and technical changes, and objectives must be corresponded with changes, attitudes, ideas, values, belief and behavior of people.

Pattya Saihoo (1971: 21) comments that developing a country is to change the life plan in different areas of the citizen. The life plan is the culture accepted by theorists in general.

Sanit Samakkarn (1979: 422) comments that a successful development

requires reflections of necessary nature of the culture, i.e. values, and belief those attract people to act what they see worth. Some motivated systems are not found in some culture, e.g. motivation to change, which contradicts with anti-changes might be found in the developed societies but not found in the underdeveloped societies.

2.2.2 The Thai ideas and belief related to working

Many theorists comment as follows:

Embree (1969:12) comments that Thais do not believe that working is virtue in itself contradictory, they are serious with what enjoys them and if they are often it is counted perfect. Such ideas are different from other countries with economic progress such as the Japanese accept working is a virtue and by this they are diligent and non-selective with working.

Moore (1974: 8) comments that the Thais love enjoyment. Beauty and enjoyment should be promoted rather than controlled. The Thai are the well-wishers and able to seek enjoyment. Such thought lead to not serious in working. In addition, the Thai can suppress inertia if it were more useful. The Thai have to spend more time in seeking work and many works with difficulties by necessary conditions.

Benedict (1963: 38-34) comment that the Thai are cool and serene mind including serenity to work, responsibility and difficulties. The Thai believes that world is not vicious to human so they seek enjoyment rather than hard working.

Boonsanong Punyodyana (1969:100) comments that the Thai love enjoyment, easy living, no motivation to hard working for better life, promotion and better , economic and social status. It is observed that a Thai sayings, “work a bowl and no work but a bowl”. It is clear with the perceptions of the Thai on limitations in their working structure.

Phaisan Kraisit (1981:52) studies the Thai working culture and finds that ideas and belief of working among the Thais are:

- The Thai idealizes to seek enjoyment since it is a life profit and usually seeks enjoyment in association with working.
- The Thai is inert, cool, and non-enthusiastic, which lead to lack of seriousness in working.
- The Thai thinks that working is not virtue in itself and common

people can be virtuous without working and values of work rely on gains.

- The Thai believes in merit and sin, effect of deeds and such belief lead the Thai to explain about wealth, poverty, sufferings, success or failure in working life.

Buddhism teaches about working and most Thais adhering to Buddhism – based as many sayings of reverend monks, e.g.

Phra Dhamma Kosa Jan (Buddhatas Bhiku, 1938: 18-19) preaches that working requires mind and body, precision, well balance, and properness. Precision by morals means drawing benefits to all and causes no one harms and worth one's status.

Panya Nantha Bhiku (Khemma, n.d.: 28) preaches there are 3 vital virtues in working of employees and employers, endurance, diligence and honesty. Endurance is forbearing suffering and perceiving to work, non-selective of morning, or noon or night, never fear sunlight, wind, coldness and heat. Diligence is do all things without moaning, no avoidance of light or heavy job and diligent till the end. Honesty is not haste hand and heart, not whimsical but trustful.

Phra Dahamma Pitaka (Payutto, 1995: 138) preaches moral is an ongoing for the present benefits, which is Utana Sampata, which is well prepared to endeavor or diligence in working, doing honest job, expert, using brain to see, inspecting, seeking tactics to efficiently run the work.

In addition, concepts in working of the Thais might relate to proverbs, aphorism, idiom, rhetoric, and comparison, which critically affect values and opinions of working among the Thais (Roongnapha Timharn, 1996: n.p.) such as

“With bites and blow” means sweat with working

“Honesty lasts and crooked crumbles” means one who works with honesty will survive and the deceitful not long will be arrested.

“Fight to knots and nails” means never surrender

“Folding hands and feet” means laziness and never work

“Leave it tomorrow” means postponement of working again and gain and because by laziness, the work never finishes.

It is likely concluded that most Thais perceive, believe and value working requires diligence, endurance, honesty, freedom, and enjoyment.

2.3 Concept of Thai tradition massage

2.3.1 Models of Thai tradition massage

Massage or palmarology is divided into 2 model: the royal massage and the unofficial massage or the local massage. The massage is a treatment developed from self-assistance within a family by using hands and affecting to remarkably cure some disease and most popular during Ayudhya, which the royal court has established Department of Right-Left Massager. However, massage was still be in limelight during the early Rattankosin till Medicine Professional Control Act has been enforced in 1926, when the traditional and local physician became immediately illegal physicians. Most abandoned the profession and some burned down some recipes. Therefore the Thai traditional massage is lowered along the Thai medical, which is always be. Till the recovery of the royal massage by Prof. Ouay Ketsinh, MD, Krungkrai Jenpanich, Narongsak Booyarattanahiran. (Pennapa Subcharoen, 2002: 37)

2.3.1.1 The unofficial / local massage

It is referred to common massage inherited, and trained in local culture, which is well settled with local people to massage themselves. 2 hands and other organs are used without using medicine. Currently, it is popular and spread among Thai society. It massages the muscles and joints of the body.

The unofficial (local massage) is found in temples/ wats and societies in general. Interrupting is means from generation to generation with local model. Before begin the massage, the massager need to respect the teacher while patient lies on the floor. Later the massager begins from feet to knees, then to thigh. Stomach, back, shoulder, neck, arms and body are also massaged.

This unofficial (local massage) is also called “catching the string” for the better flow of blood and win, which is corresponding to the modern medication i.e. massage to increase or enliven blood and lymph circulation. Besides, it reflects the other remote organs to recover to the normal state. Therefore indicators of massage are countless such as to treat sprain to treat or relieving sprains, sharp pain, dislocations, neck sprain, treating indigestion, inflation dyspepsia, constipation, back

pain, waist pain, knee pain, cramps, headache, difficult to sleep, dizzy, relieving body and mind stress, and relocate joints.

The common massage may be called “ the unofficial massage”, which there is teaching in school n din family. The first school of massages is Wat Pra Chettuphol (Wat Pho), Wat Sam Praya and currently it is very popular, even many foreigners study the massage in Wat Pho and Northern Relief Hospital.

Nature of unofficial massage

- It begins from the souls
- Massaging in the positions of sitting, lying on the back, on the side and prostration
- It can bend any joints or any parts of the body using knees and elbow
- Affecting tissues is to use timely palming and pressing is heavily used. Some not knowing well the physiology may increase existing sickness and endanger other parts of the body.

Benefits of the unofficial massage significantly it ease the contraction of muscles, better flow of blood circulation, increase respiratory capacity, recuperation of muscles, and blood circulation.

The prohibitions of the unofficial massage is not proper for the patient of toxic fever, bubonic plaque, high fever, sore bone ,small pox, tetanus, acute appendicitis, infected skin disease, ulcer, and nephrolith, etc.

2.3.1.2 The royal massage

The royal massage is referred to the massage for His Majesty and the royal court members. The massagers need to knee-walk approaching the sick rested on the floor. Reaching a meter afar from the sick, it requires sitting squat with politeness and asked forgiven from the sick. The physician then feels the pulse at the wrist and at the foot back on the same side of the wrist to diagnose of sickness. Then the massage therapy begins with similar to common massage. Difference is the positions of hand placing at the angle of the arm and to from some certain degree with the body of the patient. The massaging movements need to be courteous particularly in the royal massage, it even scrutinizes the qualifications of the massagers and in training, it emphasizes refinements. Strikes need to be soft, less uses of organs but to

the point. It is thus said training hands and massaging marked its own identity. The royal massage advances the different base massaging such as leg base (the front, the inner thigh and at the lying posture), back base, the arm base (the fore and the inner arm), the shoulder base, massaging the neck muscles, head massaging (the fore and the rear) and massaging to relax the abdominal muscles (parting and pressing postures).

Benefits of the royal massage the royal massaging significantly it relaxes the contraction of the muscles, revitalizes circulation of blood and lymph, energizes nervous systems, reinvigorates respiratory systems, recuperates muscles, blood, and nervous systems.

Four instructional steps of royal massage

- Basic massage
- Pressing the spot
- Theory and treatment
- Massage techniques

Table 2 Differences between the royal massage and the unofficial (local massage)

Royal Massage	Unofficial /local Massage
1. Courtesy, and knee-walking to the patients, no inhale blows over the patient, always look at the floor	1. Friendliness with patient
2. Begin from lower than knee down to ankle or from thigh to ankle	2. Begin from foot souls
3. Use only hand, i.e. thumb, tips of fingers and palm for palming and with stretch hands	3. All organs uses in massaging, hands, knees, and elbows
4. Massaging the patient in sitting position, lying on the back and side only not in prostrate position	4. Massaging the patient in sitting position, lying on the back, side and in prostrate position
5. Foot, knee, and elbow uses, bending joints or any parts of the body are prohibited	5. Use foot, knee, and elbow , bending joints or any parts of the body
6. Emphasize affect to organs and tissues on physiological basis to increase blood circulation and functions of nervous systems	6. Emphasize effects of pressing and palming in every spot.

2.3.2 Basic principles of Thai traditional massage

2.3.2.1 Physiology-oriented is referred to features and organs in the body, otherwise endangering by mistakes

2.3.2.2 Anatomy-oriented is referred to know functions of organs particularly joints and muscles. Knowing conditions of system helps correctly treating oneself and others. To study structure of the body, it need to divide the body into systems and most relative to massage, i.e. joint system, neuromuscular systems, blood circulation systems, and respiratory system.

2.3.2.3 Diagnoses require historical background interviews, previous medical checks wit out laboratory room. Therefore, it requires expertise to gain information of sickness, its cause, position, duration, such as how long, when it begins, sharp or gradually pain, ever easing or how to ease it.

2.3.2.4 Spot of massage, previously called string, which exist in spot or in line of muscles or vessel. Massager needs to know the symptom of each position where to massage. Accurate analyses for healing but otherwise missing the spot.

2.3.2.5 Massage posture: massager determine posture of patient: sit or lying on the back or side prostate is unlikely for the fat person is blocked by belly and woman is blocked by breast.

2.3.2.6 Posture relating the degree the massager massaging the patient. finger degrees and the massaging spot, hands such as inline or cross-line with muscles, and nature of pressing, e.g. still press, up press, and down press. Significantly both massager and the massager must be in the comfortable posture.

2.3.2.7 Force in massage should begin from soft and gradually to strong. Gram or pound weight is unlikely but only by percentage, e.g. 25% pressing and gradually increasing to 50%, 75% appropriately to each one. It is sensitive unable to fix the force even the same patient with time differences need different force or with the similar appearance but it might pain or be differently sick. Begin from soft and gradually stronger.

2.3.2.8 Period of massage: it need long or short period, e.g. a moment/ prolong pressing, and a sudden or slowly release, which may make patient sore. Duration of massage is previously determined by inhaling of the massager – a round

inhaling is a period. If the inhaling is short, it is called a short period or otherwise. It needs expertise to estimate time span.

2.3.2.9 Massage order (priority) to determine priority of the spot such as neck to shoulder by spot order of 1 2 3 4 or 4 3 2 1 respectively that should be realized which is the best way.

2.3.2.10 After the first time, the patient should re-massage about 2 to 3 rounds. The appropriateness depends on case by case.

2.3.2.11 Number of massage: from beginning till get cured the expert can estimate timing of massage to be cured. However, the patient (by either treatment) need to know how they are and how long to be cured that is the important information.

2.3.2.12 Frequency: how often the patient have to see the massager that the massager should inform to the patient. Sometimes it needs a break because the nature can cure itself. It might be take 2-3 days for re-massaging.

2.3.2.13 Pros and cons for each patient massaging. After diagnoses the pros and cons should be considered such as 3 times are enough or too much for the patient. If it over, it might endangers the patient. The caution, the massager should be heeded and need to observe the patient consciously at all time.

2.3.2.14 Suggestions are vital such as how the patient should behave and if there is no good advice it will return. Prohibitions should be informed to the patient.

The massager needs to question or analyze symptom before massaging.

Both needs to be in good mood and not haste

If the massager get infected, he should not massage others and otherwise get fully cured before massaging.

Some massage spot, e.g. clavicle, armpits if long pressing will harm the patient.

Both should take care one's own health. If it not prompt such as exhausted, hungry, over full should not massage but taking rest till recover to normal.

Both need to be aware the cleanliness of the place for sit, and lying with proper dressing.

Age must be realized such as the aged might get cancellous sphenoid, contracted or infected vessel.

Prohibitions to follow by both such as abscess, appendicitis, kidney they should not be pressed. And if the massager is weak, or just recovers, he should not massage, it will not be effective and might endanger oneself.

2.3.3 Nature of Thai traditional massage

By theory there are 2 methods, i.e.

- Specific massage
- General massage

Four natures of massage, i.e.

- Lying on the back
- Lying either left-right side
- Prostrate
- Sitting

Details of massage are as follows:

2.3.3.1 Pressing - finger tips are used to the part of body to allow muscles release, flows away the blood from the spot and when lower the pressure, the blood will fast flow back to the spot . It helps better flows of blood and repairs spot for fast recovery.

Disadvantages of pressing are if it has been too long or over weighing, it endangers the vessel such as tearing, or sore.

2.3.3.2 Palming - thumb, and fingers or the edge to press and palm in circle.

Disadvantages are too heavy palming many cause vessel tearing or if at he nervous cord, it makes acute pain and a sores the nervous cords.

2.3.3.3 Compressing is to catch muscles whole to increase blood circulation and ease exhaustion. It also eases the contraction of muscles.

Disadvantages: it has been too long or over weighing, it endangers the vessel such as tearing, or sore.

2.3.3.4 Pulling is the attempt to expand the sinews of the muscles to allow it normally work., and it may make shattered sound. It means effective and it

should not try again. IN case of unhearing the sound, it is unnecessary to attempt. Shattered sound in the joints is caused by the flows of air out from the joints and it needs sometimes the flow in to make sound.

Disadvantages: the sinews or fascia might be torn more if any. It should not attempt to pull at the first dislocated joint. 14 days are required to safely pull.

2.3.3.5 Twisting – it is to turn muscles or sinews to expand by cross side.

Disadvantages it is similar to pulling

2.3.3.6 Bending is the attempt to relocate the dislocated joint to normal state.

2.3.4 Advantages of Thai traditional massage

It benefits parts of the body as follows:

2.3.4.1 Blood circulation

1) Palming disperses blood away and replace the new ones for the better circulation of blood and lymph

2) Swollen is better ease by palming and educe the swollen but if infected, palming is not advised because it will increase more swollen.

3) More degree more warmness

2.3.4.2 Muscular system

1) Better effective muscles by the supply of more blood such as warm up of sportmens

2) Eliminate refuses from muscles to make it less exhaustion after work

3) Ease muscles and contraction

4) Having fascia in muscles, it will ease and allow better flexibility as well as reduce pain

2.3.4.3 Skin effect

1) Allowing blood circulated more to the face for better distended skin

2) Better absorption of medicine by skin after massage such as perfrication

3) Palming at scar spot (replacement of tissues) helps better blood flows making the scar likely softened.

2.3.4.4 Feeding tube

- 1) Increase distend to the feeding system, i.e. stomach and intestines
- 2) Contraction of stomach and intestines and decrease inflationary

2.3.4.5 Mental effect

- 1) Relief, comfortable and easing
- 2) Bright and active
- 3) Lower stress and worries
- 4) Warmness, affection and care because being massed by member of family

2.3.5 Nature of Thai traditional massager

Practicing fingers for its strength so that it accommodates enough force, no weariness to press the accurate spot and effective. It is successful by practicing lifting a plank every day at sitting position, from fingers the glasslike shape at the back and attempt to raise the body from the floor or pressing to soften the bee wax.

Keep healthy – massager need to be healthy and never fails to exercise. If one feels sick or get fever, one should not attempt massaging. Not only it is ineffective but also it spreads disease to the massagee. The nails should be trimmed short.

Touching adjustment is referred to pressing and timing in each round contained 3 levels, i.e.

- 50% soft of the entire force
- 70% moderate weight of the entire force
- 90% weight of the entire force

2.3.5.1 Ten virtues (physician ethics) of Thai medical theory

- compassionate to patient and no discrimination
- courtesy and humble
- fear of sin as karma
- cautious and conscientious
- ungreedy because of luck
- not boasting for other to astray

- not lazy, incautious and easy going
- not authoritative-oriented; affection, greed, anger and misguiding
- unmoved to worldliness 8: luck, rank, recognition, happiness, and deteriorating luck, rank, recognition, and happiness
- avoid habit of scandal-oriented.

2.3.5.2 Etiquette during massage and obligations after massage

1) Etiquette during Massage

(1) Before massage, the massager should meditate to recall teachers and for the royal massage respect (wai) the massagee to ask for apology of harming the body.

(2) During massage, the massager should sit considerably far from the massagee. It is improper to hover the massagee. For the royal massage, a knee walk at the distance of 2 meters (4 sok) to get nearer to 50 centimeter (1 sok) and to feel the pulse to diagnose upper and lower air .

(3) During massage should not lower the face and blow breath air to the massagee. In the royal massage, there is a saying “ even the breathing will not hurt His Majesty body. Face straight during massaging, never lower or look up, which show disrespect.

(4) During massaging, it is prohibited to eat things and cautious in expression not to make massagee shock or grief or fear. Always ask and observe gestures. Stop when the massagee requests or is unbearable of pains.

2) Obligations after Massage

(1) Recommendation for massager, if there is pain at fingers, it is advised to dip them in warm water to ease muscles and better blood flows or warm wet cloth to cover the hand and palming the area and around fingers.

(2) Recommendation for massagee

Avoid harmful food, e.g. oily food, fried food, bamboo shoot, sticky rice, animal entrails, liquor, lager, and prickle stuffs.

Prohibiting throws off, compressing, bending the painful part

Selective exercise posture for specific disease and symptom.

Others, e.g. avoid behavior risk to suffering disease.

2.3.5.3 Types of Thai traditional massagers

They are classified into

- 1) Local massager i.e. inherited through generation or from senior or by one's experiences around the community, while having permanent job.
- 2) Church physician i.e. the monk or massager in the temple instructed by the monks and inherited by instruction in the temple. It is compared to community hospital in form of volunteers.
- 3) Massager of the association or Thai medical school, who are instructed from the association and serve the office or the school.
- 4) Applied Thai Traditional massage (pathology) - those graduated the courses of therapeutics college and serve at the office, Thai medicine clinic and some government hospital.

Beside, Ministry of Labor and Social Welfare had announced the national labor skills standard, program of Thai medical , disciples of Thai traditional massage into 3 levels as follows:

- Thai Medical - level I massager is referred to the experience persons and/or complete studying or training of Thai medical on massage for at least 150 hours and not exceeded 330 hours from schools association/ Thai medical club/ organization in a community/ jurist person organization or any institution under the government or private supervision. They are eligible to massage for relax massage and know cautions and prohibition of massage and physically and psychologically healthy without against the ethics and morals of Thai medical profession – massage type .

- Thai Medical – level II massager is referred to the experience persons and/or complete studying or training of Thai medical on massage for at least 330 hours and not exceeded 800 hours. They are eligible to massage for relax massage and reflexology and treat as least 10 diseases knowing cautions and prohibition of massage and physically and psychologically healthy without against the ethics and morals of Thai medical profession – massage type.

- Thai Medical – level III massager is referred to the experience persons and/or complete studying or training of Thai medical on massage for at least 800 hours and not exceeded 800 hours. They are eligible to massage for relax massage and reflexology and diagnosis as in Thai medical theory knowing cautions

and prohibition of massage and physically and psychologically healthy without against the ethics and morals of Thai medical profession – massage (Pennapa Subcharoen et al., 2001: 6-27)

2.4 Concepts of service quality

New management has shift its paradigm from destroy-based to customer-oriented and service excellence. To win customers is to access their expectations and responding them with excellent service. Meaning, you can propose beyond customer's expectation including able to handle their problems in due time (as fast as possible).

2.4.1 Definition of service

Service job generates bot production and consumption. Meaning, unable to ensure the needs. It depends on what recipient needs and unable to specify volume in advance. Receiving service depends on condition of the recipient. Therefore planning job is unlikely except estimation. Job with no goods and products where customer gains only satisfaction and worth to receive the service. Therefore, the service quality is vital. Service job requires prompt response. The recipient needs immediate action. Therefore, the management needs to be ever ready to respond and meet the appointment time. (Jaruayporn Kul-amnuaychai, 1995: 44-45)

Many define “service” and it is proposed as follows.

2.4.1.1 Service is...

- Response to the needs of recipient, buyer in both tangible and intangible
- Balance “giving and getting”
- Exchange what is inadequate of each party
- Use “courtesy” coupling with convenience, rapidity, and accuracy for the recipient
- Never take advantage or seek advantages from recipient at all cost
- Willing to follow conditions of agreement with customer, which will attract their return

2. 4.1.2 Service is referred to tangibly an intangibly giving in terms of facilitation, expedite, accuracy and courtesy as basic. It can be examined in 3 ways, i.e. willing to give, angrily giving and rationally giving

What customer needs is rationally giving and good service. It requires understanding of human behavior who is needs-oriented. The provider needs to be prompt physically, psychologically, artfully, and wittingly, at all time.

2.4.2 Components of service job

It contained 3 components, i.e.

2. 4.2.1 Resource quality - selecting to meet the needs of recipient and with quality

2.4.2.2 Provider Quality - requiring wisdom in service job

2.4.2.3 Communication - between provider and recipient: using symbolic message to communicate each other (Gothberg, n.d.:n.p.)

Understanding the customers service quality.

Strategy to provide service with quality for success in service business requires the management the understanding of its meaning

- Quality is referred to the process to gain goods, products or service without flaws or defects. It also makes customer satisfied.

- Customer Service is providing best delivery, products and service to customer in every process.

- Customer Satisfaction is to provide customer with experience of satisfaction, excitement (in service quality) and return to buy again.

2.4.3 Principles of service

Zeithanel & Barry (1985 cited by Jaruyaporn Kul-amnuaychai, 1995: 44-45) said that successful service contained following qualification.

2.4.3.1 Reliability, which the customer needs toward the service, i.e.

- 1) Consistency
- 2) Dependability

2.4.3.2 Responsive, i.e.

- 1) Willingness
- 2) Readiness and dedication

- 3) Consistent
- 4) Treat recipient well contact
- 2.4.3.3 Competence, i.e.
 - 1) Capacity in service
 - 2) Capacity in communication
 - 3) Capacity in service science
- 2.4.3.4 Access, i.e.
 - 1) Convenience and uncomplicated
 - 2) Less time for waiting
 - 3) Convenient hours for recipient
 - 4) Strategic location
- 2.4.3.5 Courtesy, i.e.
 - 1) Polite to recipient
 - 2) Impressive reception
 - 3) Impressive personality
- 2.4.3.6 Communication
 - 1) Information of scope and nature of service
 - 2) Procedures are communicated
- 2.4.3.7 Credibility and accountable reliability
- 2.4.3.8 Security- physically secure e.g. devices
- 2.4.3.9 Understanding, i.e.
 - 1) Learn about recipient
 - 2) Recommendation and care
 - 3) Attentive to recipient
- 2.4.3.10 Tangibility, i.e.
 - 1) Readiness of material, devices for service
 - 2) Prepare to facilitate recipient
 - 3) Arrange impressive workplace

Factors of service quality

Factors of service quality contain 2 words with slightly different meaning, i.e.

- Characteristics of Service Quality is referred to specific nature of service quality of personality-oriented or identify of the provider or the recipient
- Attributes of Service Quality is referred to attributes of service quality focusing measurement unit or comparison or common measurement rate using to compare level of quality of 2 service units such as velocity, accuracy and etc.

2.4.4 Concept of service quality development

In globalization the knowledge-based prioritize response to the needs and satisfaction of customer. Therefore, service quality is vital in capitalism in globalization. The concept of service quality is as follows:

2.4.4.1 Concept of service excellence

Currently, economy of different countries is heading to “Knowledge-based Economy” having Service Sector as motive to drive. Organizations turn to take interest and are seriously attentive to “service quality.” Under such idealism as the saying “customer comes first” and “customer is always right” were commonly accepted. Survival-oriented organization, in the long run should be aware the priority of customer focus is matching needs of the involved person with stakeholders. The customer-focus is to seek their needs at present and in future. Also, it is able to almost meet the need of customers. Some organizations not only realize the needs but also understand the Customer Expectation (Somjet Inkatheerawat. 2003: 58)

Satisfaction and customer relation focus is

- Understand the needs and expectations of customers
- Able to balancelly meet the needs and expectations and the stakeholders of customers
- Communicate and clear the understanding between the needs and the expectation of customer to personnel in the organization to realize
- Assess the satisfaction of customers and use the finding to effectively improve the organization
- Plan and have method to build good relation with customer in the long run
- Having loyalty with goods and service

In conclusion, when the service sector become the leader in the macro economy, the organization as “player” at the micro level take interest in “service quality”. Previous idea having manufacturer-centered has shifted to customer-centered. Therefore, to meet the need of customers, manufacturers need to tangibly change operation by specifying “service products” that who last uses the service products and who are representatives making products to reach recipients. And, who finally reform product condition to meet the need of recipient realizing that 1) how do each group of customers need service products? And the organization can produce them to meet the needs, and 2) how each procedure of receiving service of customers and the organization can organize the process to further reduce time used in service effectively.

Massagers at seaside resort need to have service skills to build satisfaction for the customers in respect to standard of massage, cleanliness, and service supports e.g. nailing, and pigtailling, and so on.

2.4.4.2 Concept of customer relation management (CRM)

Somjet Inkatheerawat. (2003: 74-78) studies the world in the new millenium is existing among the velocity of endless changes. The rapid change of market situation caused by deregulation allows the competitive forum to be the world competitive forum where new entrant competitors are born everyday. It is the violent competition never before. Advancement of technology minimizes alternatives and access to goods/ customer service. These factors are keys to leverage customers more “power.” Customers can easily move to buy goods/ service from one place to another. Customers in this millenium expect more to receive personalized /customized goods/service but unwilling to pay more. With the reasons above, CRM is critical strategy to be advantageous in competition and to yield sustained profit for the organization in this era.

CRM is the strategic initiative and the marketing practice, where the organization highly utilized the asset called “knowledge of the customer” to change relation with customer into the economic value as long as the customer lifetime. “Relationship” in the above definition is referred to the interactions between the organization and the customers n all aspects counting from the customers receiving

information disseminated from the organization till the customer return the contact through different channel, such as web site, e-mail or voice mail and finalized by responses of different departments of the organization.

With CRM being the strategic initiative, the top management needs to effortlessly support otherwise how does CRM help an organization achieve the goal. CRM is temporarily in trend and this is the critical reason that the top management needs to learn its meaningfulness, practices, and benefits to gain from CRM in terms of strategy. The top management need to set clear business goal what is wanted from CRM such as average revenue per sale, customer retention rate, customer acquisition costs and so on.

The major objective of CRM is addressing every interaction with customers in terms of maximizing for share of customer's wallet. Therefore, the organization needs to clear and estimate the needs of the existing customers and the potential customer such as what retain customers use goods or service? What do customer value? How is the lifetime value of customers? What is significant goods or service for customers? How and when do customers interact with the organization? What kinds of goods /service do customers buy? What is the uniqueness of each customer group? And which group pay high returns to the organization in long-term? And so forth.

The vital thing in develop CRM system is to understand the relationship of each phase of CRM.

CRM lifecycle containing acquisition, enhancement and retention is shown their relationship as in the figure 5

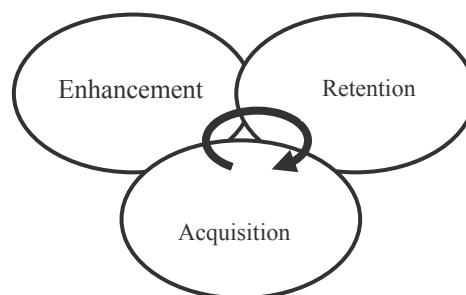


Figure 5 Illustration of CRM lifecycle

Acquisition is the activity related to identifying goods or service to meet the needs of customers and facilitating them.

Enhancement is the activity related to increasing sales to goods or orders volumes

Retention is the activity related to collecting customer information for development of delivery to meet the needs of customers and to retain them

Even the three procedures are interrelated but few organizations can effectively operate them to meet all those three procedures. All procedure needs no development at the same time but to select either activity to focus it success for better performance. Rationally, things not to be ignored are the application of technology, which is the investment in from of money and others. Therefore, directly emphasizing one activity is not meant the rest has been discarded but the by-products later.

It is concluded that the Thai traditional massager at the tourist seaside resorts should have the CRM by understanding and estimate the needs of foreign tourists using the service what is the uniqueness of each nationality? What kinds of massage do they need? It requires developing CRM at the phase of Acquisition. Meaning, organizing activities related to setting pattern f massage service and extra supports such as pigtailing, nailing, and body-painting to meet the needs of customers or to facilitate them, and so forth.

2.5 Concepts of economy and informal sector labor

The informal economy engulfs both legal and illegal affairs and they are classified into 5 groups, i.e. illegal business or criminal business such as illegal goods, preserved animals and plants trades, trafficking, prostitution, illegal gambling, human trade (child labor and child etc.) e-selling of illegal goods, tax avoidance business, and corruption both in public and private sectors, informal economic activities, legal economic activities but not registered in the GNP or small business with volatility and uncertainty such as vendor, hawkers, public hired motorcycle, cash-paid and non bank transaction, and household activities such as housewife works, caretaking children, elders, the sick. Both formal and informal system will interact in production means (man, material etc.,) and consumer groups.

The informal workforce is the national agenda because it is disadvantageous and risky on health, safety, work environment, welfare, social security, labor rights and so on. Its overall problems are seasonal working and inconsistency, endless changing, which leads to uncertain and low income, nor right to form union and bargaining with employers. Most works with speed and prolong hour each day to increase product and income. This makes them restless and uncertain rest hours. (Wijit Rawiwong: n.d.: 1-2)

From economic effect under globalization relying on modern capitalism as investigated above, it affects the Thai workforce at the grassroots, who are previously from the agricultural sectors. They earn their living to support their families and cannot access the natural resources managed by the public sector. This makes the unavoidable poverty to the grassroots. So they have to struggle for their survival in the globalization by migration to big cities, where industrial factories are located. But the industrial economic sectors cannot absorb all migrant labors for rural areas and so it drives workforce to the informal sectors. At present, 23 million workforces or 72% nationwide helps raise the national revenues to 2,000,000 million Baht or 43 of the GNP.

2.5.1 Definition of economy and informal sector

From the study of Sukanya Thomya (2003), Concepts of Economy and Informal Sector has been distinguishably discussed and interested from expert of different disciplines since 1970. Many diversely define which depend on the objective of researches, i.e.

2.5.1.1 Pawadee Thong-uthai (2003: 7) defines the informal economy that all affairs in every economic sectors regardless in the urban or in the rural and is characterized outside legal regulations, no taxing system, or salary or certain wages, a small business with employees as employer/ entrepreneurs or might employ staff/ trainees/ household helpers like working at home as a” disguised workforce” such as subcontracting. It clearly excludes illegal affairs, which is set as crime network or activities societies see they are outside ethical frame.

2.5.1.2 Paiboon Wattanasiritham (n.d.: n.p.) defines the informal economy that it is the unofficial economy that affects community. If it is interrelated

to be the process, it helps reduce poverty and sustainable living. . Definition is framed in the family and community economy connected with the community strength and solution addressing the grassroots who are the foundation of the Thai economy in form of holistic interconnected with economic, social and cultural dimensions further affecting the community strength. The informal economy is divided into 2 dimensions, i.e. (1) the self-sustainable economy in the rural, i.e. production for family consumption, community saving group in the rural, and sustainable agricultural community enterprise, and (2) the informal economic system in the urban, i.e. small size freelance (vendors and hawkers), employee for wage or production (collecting used objects, gathering vegetables), saving group in the urban, community business, skill labor (repairing) leasing goods – food.”

2.5.1.3 International Labor Organization of UN (1972 cited by Godfrey & Bienefeld, 1984: n.p.) define the informal economic sector in the dimension of informal activity with some natures as follows:

- 1) Convenience to be member
- 2) Using original resources
- 3) Family owns the business
- 4) A small size affairs
- 5) Uses of simplified workforce and technology
- 6) Work skills are beyond educational system
- 7) No criteria and competition in world market

2.5.1.4 Besides, researchers of ILO: World Employment Program states about the nature of employment that at least need to have either two out of these following natures.

- 1) An activity with member of not more than 10 persons
- 2) Operation not under law, no regulation no registration
- 3) Having at least a family member to share the affairs
- 4) No fixed work-hours or days
- 5) A part-time job and changeable to opportunity and place
- 6) No electricity uses
- 7) Independence to financial institution
- 8) No dissemination of products to other affairs

9) Workers of this affair earned not more than Grade 6 of Compulsory education

2.5.1.5 Department of Welfare and Labor Protection (1990: n.p.) explains the scope of labor in the informal economic sector as follows:

- 1) Simple enterprise
- 2) Self-employed or family business
- 3) Small size business
- 4) Use most manual labor
- 5) Unlikely high technology
- 6) High turnover
- 7) Dependency to local resources
- 8) Working high competition and disorganization
- 9) No vocational education and skills from school system

2.5.2 Types of Economy and Informal Sector

Herschbach, Dennis R. ed. & Fluitman, Fred (1989: 3-6) classifies nature of workforce of the informal economic sector into 4 groups, i.e.

2.5.2.1 Entrepreneurs are the small size entrepreneur by average is counted as best educated. If they want to hire employees they would hire relatives. Means for production mainly get from locality, self-management on finance and marketing. Their problems are inadequacy of capital, rigid market and neglected by the government.

2.5.2.2 Establishment workers are employees of the first type in a small size business. They earn on salary-day wage-by performance whereas apprentices and household helpers are not paid. Most are full time with likely skills and considerably earn high education such as sales, repairman, clerk, salesman, bookbinder, and so on. They are not trained the labor skills from school system or vocational institutions but by existing routine practices.

2.5.2.3 Independent workers are majority of this sector. Some work for pay and sometimes do their own job such as cart drawer, shoe repairer, watch repairer, hawker, stall, house driver/ delivery, and street food vender. These are only some examples. They produce simple products with cheap price and serve the huge

demand each day. Their location is impermanent and mobile on account of laws, competition, and social changes and unfixed work-hours. It is hard to trace their behavior and by this reason, training program is likely hard to organize for them)

2.5.2.4 Casual workers are least advantage in the informal sector. Their knowledge, skills and capital is too low and unable to earn capital for self-employment but travel to look for job. They are general labor with temporal work and low pay, in general such as manual labor, construction workers for mixing cement or carry cement bag, ditcher for plants, gardener, car janitor, and security guard for establishments. They earn low education and low effectiveness in self-employed, likely ignored by the government and societies

Defining the informal sector in terms of economy is likely either involved with individuals, or households or enterprise.

- Individualistic definition states that the urban job market is classified into formal and informal sectors. Individuals working in the formal economic sectors will be secured with wage, and work conditions. It is the consequence of role and practice following the government enforcement. On the contrary, the informal sectors the job markets are not protected by laws. Therefore, those who are working in the informal economic sectors will earn lower than the official rate. They earn low education, without work skills and are manual labors.

- The households' definition is part of the informal sector and is considered from poverty or located in slum areas. It includes households having at least a family member to work in this sector or part time job in association with low income or residents in slum or invaders of some areas.

- The enterprise's definition in terms of informal macro sector contains a small size unit with worker of less than or equal to 10 persons working in handicraft industries, construction, transportation, trading and service. This sector mostly uses workforce in production with simple technology because of restrictions in capital, knowledge and expertise in technology.

Therefore, defining the informal economic sector is to speculate the nature of enterprise by migration of labor from different sector to be workforce in Bangkok or overseas. These people are likely taken advantage on wages and likely low hiring rate and neglected by government. However, they are creative, idealism of

self-responsibility, having nature of entrepreneur, attempting self-employment regardless a small shop, hawker, stall, cart drawer, tricycle, taxi, and small shop such as food shop, engine maintenance and so on. With the values of self-responsibility and for oneself, self-development in association with looking outside, and study other courses, it affects them to imitate the success of the formal economic sectors. The Thai traditional massagers at tourist seaside resorts are informal sectarian workers at the level of individuals migrating to urban community on economic basis and relying on cultural capital to be self-employed with nature of freedom of work and a simple job.

2.5.3 Related researches

2.5.3.1 Researches of Thai traditional massage

Songsiri Sapraser (n.d.: n.p) studies natures of inheriting knowledge of the local intellectuals. It is found that the local intellectual has been transmitted to learners by relating, giving examples, and self-practices. Method of regular transmission is relating by emphasizing learner to ask. And, it is observed that the best way of transmission is allowing learners learn by doing. Being accepted and recognized from society is the most remarkable pride in life and motives the local intellectuals to be transferred to learners. Factors related to local intellectuals transferring is sources of knowledge in transferring are from the person of the local intellectuals, and the essence is knowing the job. Nature of person whom the local intellectual body needs to transfer is one who is curious to learn, diligent, and enduring. There is no planning in advance to transfer knowledge to learners. Duration of transferring is varied. Observation is the evaluation of the knowledge-transferred and the communication for transferring is real thing.

Results of research are the local intellectuals at this study have been gained by self-study, being recognized and accepted by other, to which it is highly vital to motivate the local intellectuals to be transferred to others.

Pennapa Subcharoen, et al. (2002) studies data of standard development on Thai traditional massage for transglobal: a case study of the local physician. It is found that procedures in treatment and follow-up patient are as following order: historical reviews, sorting symptoms, diagnosis, treatment,

evaluation, and follow-up among the massage groups. There are 3 problems of development: 1) inconsistency of knowledge development on the massage, 2) the professional standards of Thai traditional massage are rejected by foreign obligations and criteria, and 3) negative state of Thai traditional massage affected massage in the past of misusing. To internationalize, it needs to develop the syllabus to the same standard and international language should be developed for communication and to provide information to foreigners and to take exams for international professionalism of massage, which will lead Thai traditional massage to international.

Phongsuwan Srisuwan et al. (2002) studies the Thai traditional massagers at tourist seaside resorts at Pattaya, Chonburi Province in 2002. He finds that foreigners prefer most seaside massage. Perceptions on what should be cautious of the Thai massagers is unlikely. Most of them find no help from organization or offices. Language communication with foreign tourists are barriers, their opinions on massage are it is a proud career, with safety, cleanness, convenience and disciplinary. The career brings in revenues to the country and they needs upgrading the Thai traditional massage for the offices involved.

Officers have no clear policy to encourage the Thai traditional massage for tourism.

2.5.3.2 Researches related to quality service

Somjet Inkhatheewat (2003: 74-78) studies that the new millennium amid floods of changes, the markets' volatility and speediness by deregulation allow the competitive places turn into the world area with new entries each day. The competition is striking unlike before, advancement of technology reduces and annihilates limitation to access goods/services. Such are critical factors to raise customer with "power." Customers can easily change to buy or access other goods and services. This millennium customers expect more than about the personalized or customized the goods/ services .It adds values and easy to access them but unwilling to pay more. On this basis the CRM (Customer Relation Management) become critical strategy in building competitiveness and maximize long-term profit to the organization in this era.

2.5.3.3 Researches Related to Competency

Boyatzis (1982 cited by Duanjan Thippreecha, 2004: 8) says about competency internationally defines as follows:

- 1) Communication
- 2) Achievement/results orientation
- 3) Customer focus
- 4) Teamwork
- 5) Leadership
- 6) Planning and organizing
- 7) Commercial/business awareness
- 8) Flexibility/ adaptability
- 9) Developing others
- 10) Problem solving
- 11) Analytical thinking
- 12) Building relationships

The Office of Civil Service Commissions and the Hay Group of Companies conduct 16 workshops during 2004 and the core competency of each position can be identified to mold values and expected behaviors in 5 areas as follows:

- 1) Achievement Motivation
- 2) Service Mind
- 3) Expertise
- 4) Integrity
- 5) Teamwork

Competency of 20 job groups of the Thai civil service agents

- 1) Achievement Motivation –ACH
- 2) Service Mind – SERV
- 3) Expertise – EXP
- 4) Integrity-ING
- 5) Teamwork – TW
- 6) Analytical Thinking – AT
- 7) Conceptual Thinking – CT
- 8) Caring & Developing Others – DEV

- 9) Holding People Accountable – HPA
- 10) Information Seeking – INF
- 11) Cultural Sensitivity – CS)
- 12) Interpersonal Understanding – IU
- 13) Organizational Awareness – OA
- 14) Proactiveness – PROAC
- 15) Concern for Order – CO
- 16) Self Confidence – SCF
- 17) Flexibility – FLX
- 18) Communication & Influencing – CI
- 19) Visioning – VIS
- 20) Self Control – SCT

Duanjan Thippreecha (2004: 18) states about the competency of the professional nurse and shows the interconnectedness of 4 groups of competency, i.e.

Competency Group 1: Assignments and Management

- Customer Focus
- Quality Awareness

Competency Group 2: Human Management & skill

- Human Relation skill
- Communication Skill
- Negotiating / Influencing Skill

Competency Group 3: Work Achievement

- Leadership
- Decision Making
- Problem Solving
- Presentation Ability

Competency Group 4: Change Agent's Abilities

- Organization Awareness
- Financial Business Awareness
- Change Management
- Leadership

Chiraprapha Akaraborworn (2004: 7) studies competency of the civil service agents of National Institute of Development Administration and finds that they are equipped with achievement motivation, change management, communication, negotiation, administration, customer relation, service-minded, initiative, influencing, problem solving and decision-making, analytical thinking, creativity, teamwork and coordination.

Pattanawadee Xuto et al. (2002: 70) study working skills, ideas and some opinions of enterprise owners in Nan Province. They find that when individuals have career, the component of consciousness (e.g. responsibility, diligence, determination, punctuality, and security awareness and so on) is most indispensable for working. In developing working skills, they see that the public agents and the private owners can develop their own staff but some owners see that intellectuals of individuals share in identifying working skills having families as supporters. In addition, they see those individuals with working skills and efficiently finish work in time will build credibility among consumers. It optimizes the offices and finally returns income to the owner of the skills.

Nawarat Phlainoi et al. (2002: 66-67) study working skills and conditions of developing working skills among workforce of the local tourism industry: a case study of a civil group of the upper northern region. They find that most civil group are still short of skills in setting community tourism strategies, and point of sales in organizing tourist- focused, or income-focused, or the alternative tourism focusing learning exchanges to balance income and tourism and eco-conservation including inheritance of the cultural identity.

Skills at civil group level and individual id found strong in service, hospitality, warm-welcome, and human touch but lack managerial skills and network.

Table 3 Analysis of components of competency from literature reviews

Components	Offices /Researcher ★											Total
	1	2	3	4	5	6	7	8	9	10	11	
Core Competency												
1. Achievement motivation				*		*						
2. Service mind		*		*		*						
3. Expertise									*			
4. Integrity									*			
Technical competency												
1. Analytical thinking-CT				*		*						
2. Conceptual thinking-CT									*			
3. Caring & developing others-DEV									*			
4. Information seeking-INF									*			
5. Cultural sensitivity-INF									*			
6. Interpersonal understanding-IU									*			
7. Proactiveness-PROAC		*	*	*		*			*			
8. Self confidence-SCF									*			
9. Flexibility-FLX									*			
10. Communication & influencing-CI				*		*			*			
11. Visioning-VIS									*			
12. Self control-SCT									*			
13. Customer focus						*						

- ★ 1. Kua Wongboonsin, 7. Boonyasak Jaijongkit
 2. Nawarat Phlainoi 8. Boyatzis
 3. Methawut Peerapornviton 9. National Skill Standards
 4. Chirapha Akaraborworn, 10. Industrial Council
 5. Duangjan Thippreecha 11. Buddhist-based working
 6. Office of Civil Service Commissions

Table 3 Analysis of components of competency from literature reviews (cont.)

Components	Offices /Researcher ★											Total
	1	2	3	4	5	6	7	8	9	10	11	
14. Human management & skill		*			*							
15. Communication skill		*		*	*							
16. Negotiating / Influencing skill	*	*		*	*			*				
17. Problem solving				*	*							
18. Customer relation	*			*				*				
19. Teamwork	*			*			*	*				
20. Coordination		*		*								
21. Handling conflict		*					*					
22. life long learning	*											
23. Creatively readjustment	*											
24. Self and career development	*											
25. Teaching and introducing others								*				
26. Knowledge									*	*		
27.Skill									*	*		
28. Attitude									*	*		
29. Diligence												*
30. Tolerance												*
31. Honesty												*

★ 1. Kua Wongboonsin,

2. Nawarat Phlainoi

3. Methawut Peerapornvitoon

4. Chiraprapha Akaraborworn,

5. Duangjan Thippreecha

6. Office of Civil Service Commissions

7. Boonyasak Jaijongkit

8. Boyatzis

9. National Skill Standards

10. Industrial Council

11. Buddhist-based working

From above data, they can be concluded the core competency as indicators to assess performance of the Thai traditional massagers at tourist seaside resorts worth for investigation as follows

- Service minded
- Accumulate career expertise
- Ethics
- Creativity
- Arts of communication and influencing
- Human relation
- Communication
- Negotiation and influencing
- Teamwork
- Problem solving
- Customer relation service
- Knowledge
- Skills
- Attitudes
- Diligence
- Tolerance
- Honesty

Development of Thai traditional massager should contain

In summary, economic globalization affects workforce of agricultural sectors, general labor and informal workforce. Although the internal factors, which are lands, forest, and up streams become deteriorating, and the external factors resulted from the advantages of the cross-cultural companies on free trade, and finance drive them into the workforce of informal sectors, which need self-dependency. On account of globalization needs large sum of money, these workforces migrate to urban community to change patterns of production for survival in the globalization. They need to seek work opportunity to earn their living seeing the cultural capital inherited from the generations to raise their earnings.

From literature reviews on competency that Thai traditional massager should contain. These expected qualifications in the globalization are:

- Education–basic education on massage course: Thai traditional massage for health (150 hours) announced by Institute of Thai Medical, Office of the Permanent Secretary of Ministry of Public Health

Thai traditional massager at tourist seaside resort should acquire basic knowledge in both theories and practices under the curriculum of Thai traditional massage for health (150 hours) applicants should earned at least primary schooling of grade 4. Institute of Thai Medical, Office of the Permanent Secretary of Ministry of Public Health allocates the following syllabus.

Table 4 Massage course: Thai traditional massage for health

Subjects	Number of hours		
	Theories	Internship	Total
1. Section of health sciences			
1.1 Our body (general anatomy)	3	-	3
2. Section of Thai medical			
2.1 Theories of Thai medical	3		3
2.2 Basic Thai pharmacy	2		2
3. Section of massage			
3.1 Background of knowledge and applied Thai traditional massage	1		1
3.2 Ten major veins and sickening	3		3
3.3 Introduction to medical check-up		12	12
3.4 Thai traditional massage forh health	3	30	33
3.5 Yoga	2	7	9
3.6 Massage recording	5		5
3.7 Thai traditional massage to treat common symptoms	2	10	12
3.8 Reviews of Thai traditional massage		5	5
4. Section of laws and ethics			
4.1 Profession laws of Thai traditional massage	3		3
4.2 Buddhist principles and meditations		9	9
5. Internship			
Total	27	123	150

- Training: coaching method, which contains :
 - Cognitive domain: knowledge, understanding, application, analysis, and synthesis
 - Affective domain: attitude, adjustment and values, etc.
 - Psycho-motor domain: expertise of the job and specialized of career.
 - Development of Thai traditional massager should be encouraged and know about the advance technology of Thai traditional massage knowledge and modern management based on customer-oriented.

Development of service quality of Thai traditional massager should

Quality means special property in massage, service and additional satisfaction to customers.

- Customer service means seaside massagers should organize activities related to identifying massage model, caretaking and additional service for customers such as pigsty, nailing, body-paint, snacks, beverage and necessary objects to facilitate customers.
- Customer satisfaction is to expose customers experience quality and service satisfaction and return to use again.
- CRM means related activities to contact customers after service e.g. technique of massage, contact after return home, or during stay in Thailand.

CHAPTER 3

METHODOLOGY

A qualitative and quantitative research is applied to investigate Competency and competency development of informal sector: a case study of Thai traditional massager at tourist seaside resorts to support and facilitate the studies. So, numerical and non-numerical data are used beginning from understanding the phenomenon on the Thai massagers at tourist seaside resorts by a pre-survey to find fact for further research design. The research methodology and fieldwork instruments are set ass follows:

1. Site selection
2. Pre-survey
3. Fieldwork data collection
4. Data analyses

3.1 Site selection

It is based on Suphang Janthawanich (1994: 26) that sites selected should answer dilemmas, possibility of size and convenient location for travel.

By reasons the researcher is interested to study competency and competency development of informal sector: a case study of Thai traditional massager at tourist seaside resorts and base on the above approaches, three sites of the tourist seaside resorts with convenient access and significantly, they home likely many Thai massagers. The sites are:

- Muang Pattaya, Banglamoong District, Chonburi Province
- Koh Samed Muang District, Rayong Province
- Pathong Beach, Kra too District, Phuket Province

All 3 sites represent the tourist seaside resorts, major strategic locations for the Thai tourism equipped with the natural resource capital and attractive physical landscapes (sea, sun, and sand) remarkable for retreats and visits. They are popular among foreign tourists to take retreats such as in 2002, Pattaya host 2,878,825

multinational visitors, e.g. English, Swedish, Middle East, Singaporeans, Canadians, United States, Indians, Japanese, Italians, and Taiwanese, who served interviews on satisfactory skills and needs of the Thai massagers. Also, these sites have been the first start of the Thai massagers in the tourist seaside resorts: Pattaya began in 1977, Had Pathong began n 1985. Many massagers were successful and skillful among both sexes. Pattaya homes 350 massagers. Had Pathong homes 350 ones while Koh Samed homes 147 of them. They are then valid for investigating competency and competency development of Thai traditional massager at tourist seaside resorts. By above reasons, the researcher selected those 3 sites as fieldwork.

3.1.1 Population and samples

3.1.1.1 Foreign tourists visiting Muang Pattaya, Banglamong district, Chonburi Province, Koh Samed. Muang District, Rayong Province, and Pathong, Kra too District, Phuket Province

- 1) Gender: male and female
- 2) Age: 5 ranges of less than 25 years, 25-34 years, 35-44, years 45-54 years and 55 years and above.
- 3) Tourists are grouped as follows:
 - (1) The East Asian containing Malaysians, Brunei, Singaporeans, Chinese, Japanese, Koreans, Taiwanese and so on.
 - (2) The European containing French, German, Russians, British and so on
 - (3) The Americans containing Argentinean, Canadians, Americans and so on
 - (4)The Oceania containing Australian, and New Zealander and so on
 - (5) The Middle East containing Egyptians, Saudi Arabian, Emirates and so on
- 4) Occupations
 - (1) Professionals
 - (2) Executive and managers
 - (3) Businessman
 - (4) Employee and serviceman

3.1.2 The Thai Massagers at tourist seaside resorts

They are divided as follows

- 1) Gender: female and male
- 2) Age group is divided into 4 groups, i.e. 25-35 yrs, 36-45 yrs., 46-50 yrs, and more than 50 yrs.

3) Successful career: the Thai massagers in the tourist seaside resorts are divided into general seaside employing the criteria of passing the test of the national labor standards of the Traditional Thai Medicine: the Thai Traditional Massage Level 1 (massagers are qualified for relax massage, stiffness relief and reflexology). Qualifications are standardized as follows:

- (1) Attitudes – opinions on career and developing career
- (2) Personality
 - Neat hair set
 - Short nail and clean
 - Body – no stench/ no bad breath
 - Dress – fit and clean and not against moral
 - Trousers – suited pants, polite and not jeans.
- (3) Human Relation, e.g. greeting/ jolly/polite words
- (4) Stable income
- (5) Career skills – basic knowledge of the Thai massage of not less than 150 hours required by the course of the Institute of the Thai Medicine
- (6) Accepted by massage colleagues
- (7) Work experience
- (8) Income
- (9) Customers/day

3.1.3 Personnel of public sectors, the management, executives in promoting the Thai massage

- 1) Personnel of public sectors of the management
 - (1) Lord Mayor of Muang Pattaya, Chief of Koh Samed Municipality
 - (2) Chief of the District Tourism Office
 - (3) Local Police Superintendent
 - (4) Chief of the Municipality Affairs

(5) Director of Health and Environment Office

3.1.4 Personnel of public sectors of the executive

- 1) Officers of Muang Pattaya, and Koh Samed Municipality
- 2) Officers of Local Tourism of Thailand
- 3) Local Tourist Police

3.1.5 Tour Operators, staff of the canvas bed, foodshop owners at beach and residence owners

3.1.6 Foreign tourists

3.2 Pre-survey

3.2.1 After specifying the sites, the researcher coordinates to find primary information about the Thai massagers through officers and the local offices, i.e. Officers of Muang Pattaya, and Koh Samed Municipality, and Pathong beach, including officers regulating the massagers of seaside, i.e. the officers of the district public health, officers of the municipality affairs supervising seaside, foreign tourists, public and private sectors, tourist agency, and Thai traditional massagers at tourist seaside resorts.

3.2.2 Then pre-survey is conducted with indept interviews with persons involved, i.e. officers in 2.1 and the Thai massagers in those 3 tourist seaside resorts as follows:

3.2.2.1 June14, 2003 surveyed Muang Pattaya, Banglamoong District, Chonburi Province

3.2.2.2 June15, 2003 surveyed Koh Samed. Muang District, Rayong Province

3.2.2.3 June 20-22 surveyed Pathong beach, Kra too District, Phuket Province

3.3 Data collection

The fieldwork data collection is applying both qualitative and quantitative researches.

3.3.1 The quantitative approach

The Probability Sampling is used in this study by systematic sampling 483 people. List of massagers from 3 seashores are mixed and begins with simple sampling followed by interval sampling of 3 samples. So, the samples are the 3rd, 6th, 9th,..... 483rd till total samples are 219 persons.

Formula of sampling is based on Yamane identifying that

$$n = N/(1+Ne^2)$$

With sampling error at 0.05 under reliability of 95% as follows (Chaisit Chalermmeeprasert (1995: 31)

Table 5 Site selection and sampling for research

Sites	Population	Samples
Koh Samed	147	67
Had Jomthien, Pattaya	336	152
Total	483	219

Inferential statistics is used in analyses and percentages are for the two sites.

From literature reviews and pre-survey, it allows the researcher to find scope of developing instruments for data collection to address research question by the quantitative approaches conducted with the massagers in general and with the successful massagers at the tourist seaside resorts. The modified research instrument is based on PF1 specified for 219 samples. It contains 6 parts of major contents, i.e.

Part 1: Demographic and social information, i.e. gender, age, marital status, education, previous domicile, present residence, income a day/year, main occupation/ additional occupation.

Part 2: Background information of occupation

Part 3: Previous knowledge and skills prior to existing occupation

Part 4: Attitudes toward Thai massage occupation, skills and skills development, techniques of skills transferred and practices of the Thai traditional massage

Part 5: Skills development of massaging

Part 6: Service quality

After complete the quantitative interview questionnaire, the researcher submit it to 5 experts, i.e. Assoc. Prof. Dusadee Yoelao, Ph.D., Asst. Prof. Methawut Peerapronvitoon, Ph.D., Dr.Pramote Stienrut, MD., Miss.Anchalee Chuthaputti, Ph.D. and Wing Commander Juckrapong Paiboon, MD., to check its content validity

3.3.2 The qualitative approach

The in-depth interview is used by separated interviews to collect data is conducted as follows:

3.3.2.1 PF3 is conducted with 10 general Thai tradition massagers to find factors of failure in occupation

3.3.2.2 PF2 is conducted with 21 key informants who are successful in career.

3.3.2.3 ST1 is used with 34 stakeholders or the foreign tourists.

3.3.2.4 ST2 is used with 5 public management officers

3.3.2.5 ST3 is used with 12 operation officers who promote and develop the Thai traditional massage.

3.3.2.6 ST4 is used with 12 tour operators, canvas bed owners, foodshop owners.

To find answer addressing the research question by raising inquiries so that the informants can express their own perspectives. Then the main question will lead to the sub issues to gain deeper information regarding competency necessary for the Thai traditional massagers at 3 tourist seaside resorts, technique to develop competency and techniques to develop services in terms of individual skills and group skills where these massagers have grouped themselves as organization/ career groups.

Interview questions used for data collection contains

1. Question to collect profile of the Thai traditional massagers at tourist seaside resorts e.g. age, gender, education, income, years of work and so on. PF1 will conducted with 219 Thai traditional massagers at tourist seaside resorts general.

2. Questions to collect information about competency among the Thai traditional massagers at tourist seaside resorts, Formats are used as followed: the PF1 format is conducted with 219 massagers. The PF3 is conducted with 10 general Thai tradition massagers to find factors of failure in occupation. The PF2 is conducted with

21 key informants who are successful in career. The ST1 is used with 34 stakeholders or the foreign tourists. The ST2 is used with 5 public management officers. The ST3 is used with 12 operation officers who promote and develop the Thai traditional massage. The ST4 is used with 12 tour operators, canvas bed owners, and foodshop owners.

3. Questions to collect information about identifying direction of competency necessary for the Thai traditional massagers at tourist seaside resorts, Formats are used as followed: the PF1 format is conducted with 219 massagers. The PF3 is conducted with 10 general Thai tradition massagers to find factors of failure in occupation. The PF2 is conducted with 21 key informants who are successful in career. The ST1 is used with 34 stakeholders or the foreign tourists. The ST2 is used with 5 public management officers. The ST3 is used with 12 operation officers who promote and develop the Thai traditional massage. The ST4 is used with 12 tour operators, canvas bed owners, and foodshop owners.

3.3.3 Techniques for fieldwork data collection

They begin from entry of the sites. The researcher builds rapport to gain familiarity, trust, openness, sentiment, and fact and sends interviewers literate with the northeastern dialect to build familiarity and to exchange of tokens. Also before actual data collection, the researcher and the interview team take a visit to build more familiarity and trust.

The researcher collects data in 2 sites with both qualitative and quantitative instruments to fulfill the qualitative approach in order to investigate competency of the Thai traditional massagers at tourist seaside resorts. There are 6 steps as follows:

3.3.3.1 Gather documents, information, and researches related to competency and the identifying direction of competency necessary for the Thai traditional massagers at tourist seaside resorts, direction do competency development and knowledge of the Thai traditional massage.

3.3.3.2 Data Collection from Interviews, i.e.

1) The PF1 format is conducted 219 samples using Snowball technique to find criteria of interviews among key informants with outstanding performance.

2) The PF2 is conducted with 21 key informants to find the superior performance leading to success and any performance leading to unsuccessful applying the behavioral event interview. (Spencer and Spencer, 1993:119) to find competency of the samples what behavior and competency lead to success in career and to find development competency and service to attract foreign tourists.

3) The PF3 is conducted with 10 general Thai tradition massagers to find competency dissimilar to the successful massagers.

4) The ST1 is used with 34 stakeholders or the foreign tourists. The ST4 is used with 12 tour operators, canvas bed owners, foodshop owners. The ST2 is used with 5 public management officers. The ST3 is used with 12 operation officers who promote and develop the Thai traditional massage. This is to find competency necessary for the Thai traditional massagers at tourist seaside resorts.

5) Seeking cooperation with the Lord Mayor Office in Pattaya. The Office of the Local Administration of Koh Samed, by pre-informing the research objectives, scope of studies, and presentations of the reports as well as introducing the itself as the researcher.

3.3.3.3 Before interviewing, the researcher explains the samples to understand procedures, questions about readiness and willingness to give information. The researcher informs them that all samples' names and characters will be best kept confidential and not allowing any disclosure by any identifications. If the samples were unwilling to they could decline at any deliberate time without any effects. This is to build sense of security of informants and to gain facts.

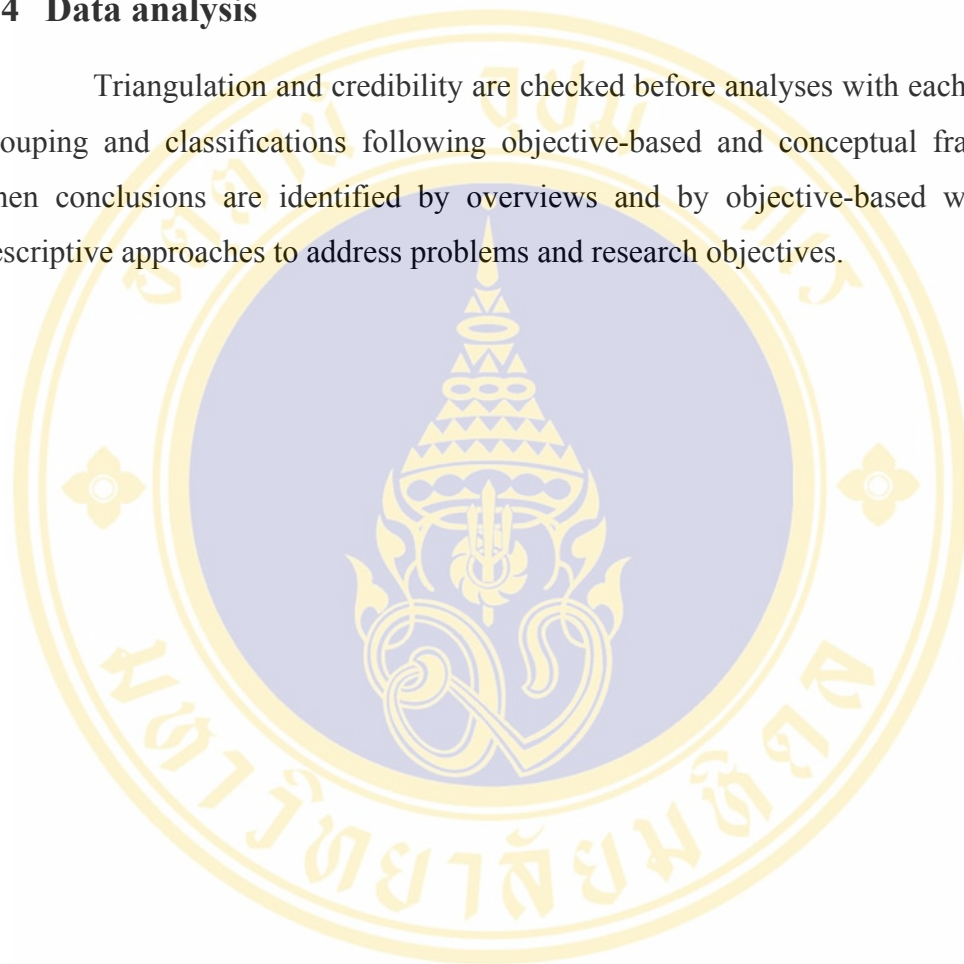
3.3.3.4 Formats are followed with observations on informants' reaction. Full records are made after each interview with research control to raise reliability of data by building rapport and trust among key informants for better cooperation throughout data collection.

3.3.3.5 Techniques of interviews are handle by research assistants graduated with bachelor degrees and master degree with sound research experiences. Orientation and rehearsals are conducted to make common understanding about interview formats and their techniques in the manual including drills till all of them find confidence to work on their own.

3.3.4 All data collected will be checked for their completeness before leaving the sites. Performance evaluation will be conducted at the residence so as to gain best completeness. These interviews take 12 days.

3.4 Data analysis

Triangulation and credibility are checked before analyses with each issue by grouping and classifications following objective-based and conceptual framework. Then conclusions are identified by overviews and by objective-based with thick descriptive approaches to address problems and research objectives.



CHAPTER 4

RESULTS

A study on Competency development approaches addressing workers in the informal sector : a case study of the Thai traditional massagers at tourist seaside resorts is to study 1) Profile of the Thai traditional massagers at tourist seaside resorts, 2) Competency necessary for the Thai traditional massagers at tourist seaside resorts, and 3) Approaches to develop competency necessary for the Thai traditional massagers at tourist seaside resorts. This investigation integrates a qualitative approach as key and supported by a quantitative approach by in-depth interview the Thai massagers of outstanding performance and common ones, the public agents of the management and the operant in promoting the Thai traditional massage, tour operators, the canvas owners, foodshop and residential owners and foreign tourists in the area of Had Na Jomthien, Pattaya, Chonburi Province and Koh Samed, Rayong Province as key informant to respond the research question as concluded below.

4.1 Context of the emergence of the Thai traditional massager at tourist seaside resorts

4.1.1 Tourist seaside of Pattaya, Banglamong district, Chonburi province

Key situation affecting the change of Muang Pattaya was on June 29, 1959, when around 4-5 American GMCs fully transported 100Gis each from Nakohnratchasima Province where the US base was located during the Vietnam War arrived Pattaya and check-in a resort of Praya Soonthorn for regular visit. This resort was located in the South Pattaya and the GIs would take a week-rotated rest. This is the start of the tourism in Pattaya and turns its peaceful villages along the seaside to the modern resorts as witnessed today. Tourists visiting here have 2 intentions, i.e. nightlife and real retreat. Such as dining, sunbathe, shopping, and water-sport. Capacities to host tourists by homing with 253 five-star hotels with 25,144 rooms and

can host 2,733,513 tourists each year. It brings revenue in 2001 around 39, 953.76 million baht and in 2002 around 42,392.44 million baht.

The statute of Muang Pattaya prohibits any activities disturbing tourist and massage is one under this umbrella. But in 1997, there has been relax of rules on the seaside massage because many massagers are increasing and attracting tourists. So, the Muang Pattaya becomes aware of vitality of the Thai massage. So, it is promoted to be impressive both in standard service, healthiness, and safety of life and property, which glowingly attracts tourists. Then, surveys and registrations on the Thai traditional massagers have been conducted and there are 337 massagers. Its significance over tourism of the Muang Pattaya should not be ignored by the public because it is a factor to effectively promote tourism and on the other hand, it also creates income and career for people. (Phongsuwan Srisuwan, 2002:2)

The fieldwork at Jomthien is selected and the seaside stretches 6 km and homes many massagers by grouping by canvas umbrellas divided into 5 zones with 100-200 meters apart. Site 1 is at the Subdistrict Police Station of Dongtan. Site 2 is at the Silver Sand Bar at the mouth of Wat Boon Street. Site 3 is stretching from Soi Wat Boon till Soi Chaiyapruerk. Site 4 is at Soi Wat Chaiyapruerk stretched to the end of the Had Na Jomthien.

An organization controlling the Thai traditional massagers is the Muang Pattaya assigning the Municipality Affairs to monitor and recruit those with experience and controlled by ID number, membership fees of 1,200 baht a year. The municipality officers will at all time take inspection. If any massagers did not show the ID, they will be fined for 300-500 baht. The lender of the ID will be investigated, suspended, or terminated. At present there are 337 massagers and among them there are 50 males and the rest is female.

4.1.2 The tourist seaside of Koh Samed, Muang District, Rayong Province

On October 1, 1981, Thailand has announced some areas of Rayong as the national park with the areas of 81,875 rais/ around 32750 acres covering the attractive shore, sea as and islands of Had Mae Ramphueng, Khao Laem Ya, and Samed Islet containing islands of Koh Samed, Koh Jan, Koh San Chalam, Koh Hin Khao, Koh Khangkow, Koh Khudee, oh Khruay, and Koh Plat Teen, including the national park

of Khao Laem Ya with 3 treks of natural views, i.e. Koh Samed, Koh Khudee and Khao Laem Ya. Each route is flourished with countless wild plants such as wild lime, solanum nelogena, gelonium multiflorum A. Juss. , red samed tree and wild beast such as masked palm civets, mongooses, crab-eating macaques, multicolor squirrels, swallows and owls and another 3 sightseeing points.

Koh Samed is 6.5 kilometers from the Ban Phae seaside and takes 40 minutes by sea route containing many bays and seashores such as Had Saai Kaew, Wong Duan Bay, Prow Bay, Phai Bay, Phutsa Bay, Tap Tim Bay and so on. The island homes 40 service residences rated 400-5,000 baht a night. Most tourists visiting Koh Samed prefer taking rest at seaside, swimming, diving to see the coral, sea flowers around the island shelf. Visiting Koh Samed is possible year round, and beauties captivating visitors are sunlight, clear seawater, white sand and serenity of the nature. Besides resting around the seaside, swimming, and diving, there is trekking to visit the nature of Khao Laem Ya with 1.4 km. distance and takes an hour walk.

Here, it homes 147 massagers, 127 stationed at seaside and another 20 are stationed at Had Duangduan forming an informal association. A male chief elected is respected by massagers. The recruitment begins when number of massagers drops. Then applicants must submit 3 photos for bio-records and 2 copies of ID card, followed by interviews of questions like Are you able to massage? If so, then one may work but if not, one will be trained. The group regulates for the members to follow. Any violation would be punished as deserved. Control is by ID with 100 baht fee a year. 500 baht will be charged for transfer of ownership. There is informal rented massager ID with 100 baht charges or 1,000 baht a month or 17,000 – 20,000 baht a year. The transaction of ownership cost 30,000-60,000 baht. Inspection is under the tourist police and the chief of the national park. The Thai traditional massagers arrive here when foreign tourists visit Khao Laem Ya followed by vendors, foodshops and stores. Later they change into massagers. At first, the chief of the national park blocks them fearing disturbing tourists. Later, when they behave with disciplines, they are accepted by the chief and the foodshop owners allow them to massage in front of their shops. This begins the Thai traditional massager at seaside of Koh Samed in association with the foreign tourists prefer to visit and rest at Had Saai Kaew, which flocks 127 Thai massagers and 20 of them at Wong Duan Bay. Khun Khamphol, chief

says, “at first there were 10-20 massagers and without grouping. Later in 1993, Mr. Jurin Laksanawisit, the minister, who supervised tourism and developed Koh Samed. Then the Informal workforce has grouped to be massager occupation, the driver group and the jet-ski group” and so on.

4.2 Entry of the Thai traditional massagers at tourist seaside resorts

The concept of globalization is a process bridging the world into one economy, education, politics, social, culture and life by information technology, and communication and from a global village with velocity of connection. It shortens the globe by time and space of a borderless world and rapidity of international trade expansion, particularly the expansion of industrial product and service markets. The global trade was dramatically expanded during 1950-1985 with 7 times of global products, and 15 times of exports. In 1986, the world trade crammed up only in 3 countries, i.e. USA, Germany, and Japan and Germany is the largest exporter of the world, followed by Japan while USA is the largest importer. The barter trade and service are endlessly growing because strategies of the national development in both developing and under developed ones implemented are to rouse industrial development to merge as part of the global economy through policy/measures such as market opening, export-oriented industrialization and liberalization networked in the world market. Effects of globalization over the informal sector grow migration to cities because the production base, i.e. resources, water, forest, and soil are devastated and left no land for living, no natural food found near homes and needed to buy all things. They need to migrate into cities to seek production base for living. The informal workforce needs to venture risks such as stability of job market, employment, job placement, e.g. no opportunity to improve career, no protection under the scheme of social security of the labor laws, and uncertainty of income. The informal sector is paid twice lower than the formal one affecting their standard of living and quality life grows lower than the formal sector. There are risks against skill stability, no opportunity to develop skills or training to upgrade their skills.

Globalization under capitalism and the administrative policy of the middle class drive the grassroots away from agriculture to the industrial workforce and

overflowing to the freelance and informal sectors of most common labor and shift the base to the massage at the tourist seaside resorts. They bring the cultural capital or the Thai traditional massage to add with the tourism current, health therapy, and the natural resource beauty of Thailand around Andaman Coast. They are had Pathong, Phuket Province, and along the Thai Gulf at Na Jomthien Beach, Pattaya Subdistrict, Chonburi Province, and Koh Samed, Muang District, Rayong Province. These lead to the profession of the Thai Traditional massager at the tourist seaside resorts.

From interviewing 219 massagers along the tourist seaside resorts, it was found that last occupations or 47.9% of the samples before entry massage career were plantations, trading, construction, students, housewife, beauty salon, sewing and so on. The second one by 30.1% was common labor, 10.5% worked in paddy fields, 7.3% worked in factory, and 4.2% worked in orchards respectively. (See Appendix C, Table 7)

Classifying by provincial domicile of the Thai massagers, it is found that most or 28.8% are from Chonburi Province, followed by 6.8% from provinces of Rayong and Nakohnratchasima. Least or 0.5% are from provinces of Chiangmai, Payao, Petchabun, Lampang, Uttaradit, Nakohnpathom, Nonthaburi, Pathumthani, Ratchaburi, Saraburi, Kalasin, Kohnkhaen, Chaiyaphum, Loei, Krabi and Chumporn. (See Appendix C, Table 5). Classifying by region, it is found that most massagers or 40.7% are from the eastern region because the massage career is reserved for the local. The second or 32.4% is from the northeastern region, 21.0% are from the central region, 4.1% are from the northern region and 1.8% are from the southern region, respectively. It proves that the northeast where agriculture and others give less products, so they migrate to cities to seek better pay career. It is also proved that the northeastern natural resources and environments are destroyed and lack space for plantations, the unabsorptive soil leading to scarcity of water, invasion and destruction of preserved forests and more inadequacy on document of rights than other regions of the center, the north, and the south.

Samples responding the question most or 69.4% are from Chonburi, and 30.6% are from Rayong. (See Appendix C, Table 6). Rationally, this career is reserved for the local but actually, most migrate from the eastern region followed by the northeastern region, and the central region, respectively. In addition, attraction to

enter the Thai massage career by priority is 46.1% for better wealth, 36.5% for freedom of work, and 10.5% for others, 5.1% for inheritance, 1.8% for preservation of the Thai massage. (See Appendix C, Table 8). Basic objective to enter the career is 76.3% for adherence of career, 14.6% for additional career, 9.1% for experiment or career experience. (See Appendix C, Table 9). Further, drives to take the Thai traditional massage are 46.6% caused by pervious careers earn less than the existing one, 37.0% necessity to earn more income to support the family members, 1.3% are unable to return to farming, and cultivating gardens in the previous residence. (See Appendix C, Table 10). Duration of working is ranged from 1 year-30 years: 13.2% worked for 10 years, 10.5% work for 1 years, 0.5% work for 23, 25 and 27 years. (See Appendix C, Table 11). Samples previously working as vendors is K. Somboon (Koh Samed). She says,

“...First, I travel from my homeland in Samchook District, Suphanburi Province and work as vendor in Bangkok but in adequate to survive because I have to feed 3 children as well as exhaustion and frustration on how can I survive. An acquainted person persuaded me to this island. For the first 2 years, I vended (with patience) but still difficult to survive. Then I am interested in massage for foreigners like other friends. So I took a training course introduced by my friend. Later I quit my vending and turning to massage. At first, it is unlikely fearing to propose my service but after once succeeded and more skillful, my income changes overnight. So, I decide to adhere to this career definitely. I try to observe my colleague performance and my own experience. Starting from being a vendor but now all my troubles are gone, Now there is no worry about my 3 children and family. I buy an acre of land in Chaiyaphum province and half an acre at my hometown in Suphanburi so that I can return to my homeland. At present, my children ask me to stop and return to stay with them. But I decline because I love this career. I have worked for 15 years...”

Or Auntie Lek (Had Wong Duan, Koh Samed) says,

“...I have worked for 13 years and joined first in October 1991. Most massagers are northeasterners because farming unlikely survives them. By having pioneers, they persuaded their friends to be Thai massagers because it better earns than farming, than being employee, better than tapioca planting, or construction,

which earns not more than 100 baht or a hundred baht. Here, none controls and earn at least 400-500 baht happily and not tired...”

In conclusion, entry into the Thai traditional massager at tourist seaside resorts is from effect of globalization over the informal sector by migrating into cities because the environment capital, which is the production base such as reduction of forest resources from 170 million rais in 1961 to 80 million rais. In 1998, rivers, canals, marshes and swamps become shallow and unable to reserve water, and soil is eroded by one in three nationwide. Fertilizing and pesticide by chemicals deteriorate the soil and shortage of organic substance. Almost 100 rais are intoxicated both in the products, soil and water sources, which affect health and environment. (ONESDB: Office of the National Economic and Social Development Board, 2004:39-40), surging debts, and no wilderness to explore. So, no land to earn living, no natural food near home to find but to buy for survival and the social gap is gradually widened either income gaps between the rich and the poor, the cultural gaps between the rural and the urban and the authority gap between the civil service agents and the community. So, they need to migrate to cities to seek production bases for survival in association with the social capital where people are formed into community and help monitoring all things binding economy with the mind, the family, the environment and the culture but all these are faded away. (Praves Vasi, 1999: 71-73). The household leader is the husband or the wife and has to migrate to cities seeking for jobs abandoning children and the elders back in the community. The Thai transitional massager is the last resort and before entry they work in farming, trading, construction, student, housewife, beauty salon, and sewing and so on. Most are from Chonburi because the career is reserved for the local but actually, classify by region, it is found that most are easterners followed by the northeasterners, and the central. In addition, attraction to the Thai massage is better wealth, and freedom of work. The primary intention to enter massage is to adhere as permanent career first then followed by as additional career or additional income. Further, drive to enter massage career in this locality is the previous one earn less than the existing one followed by to seek income to support family members and unable to return to farming in he previous domicile. The Thai tradition massager of 90.9% work for 7 days a week by average (See Appendix C, Table 12). Workohurs start at 09.00-17.00 hrs. (See

Appendix C, Table 13). Average least income during November-February is 100 baht a day to 4,000 baht a day. (See Appendix C, Table 15). 64.4% has no saving and 0.5% can save 20,000 baht. (See Appendix C, Table 19). Previous knowledge and skills before entry massage is 42.0% about basic Thai traditional massage; 1.8% least know about Thai massage. (See Appendix C, Table 25). 54.3% pass training and acquire certificates while 45.7% do not. (See Appendix C, Table 21). In addition, 63.5% know the physical structure and its function. (See Appendix C, Table 26).

4.3 Competency necessary for the traditional massager

Reviewing competency factors of David C. McClelland, who explains that human personality, is similar to an iceberg the floating top can easily be noticed: skills and knowledge, while what are under the sea and difficult to observe are social role, self-image, traits, and motive.

From indepth interview by PF2 is applied with 21 outstanding massagers, ST1 applied with 34 stakeholders or foreign tourists, ST2 applied with 5 public management, ST3 applied with 12 public officers promoting the Thai traditional massagers, ST4 applied with 12 tour operators, canvas tent owners, foodshop owners. There are 22 kinds of competency found among massagers as following Table.

Table 6 Necessary competency for the Thai traditional massagers

No.	Competency	PF 2	ST 1	ST 2	ST 3	ST 4	Total
1.	Cleanliness	13	19	3	8	12	55
2.	Customer oriented	24	9	3	7	4	47
3.	Honesty	10	15	2	9	11	47
4.	Career knowledge	14	2	-	7	9	32
5.	Massage expertise	-	29	1	2	7	39
6.	Language proficiency	4	2	2	8	5	21
7.	Additional service	14	-	-	-	-	14
8.	Good service-minded	10	2	-	-	-	12
9.	Tourism skills	-	-	-	5	4	9
10.	Patience	5	-	-	-	4	9
11.	Career-oriented	5	-	-	-	1	6
12.	Self-improvement	4	-	-	1	-	5
13.	Observant	4	-	-	-	-	4
14.	Modesty	-	-	2	2	-	4
15.	Unity	3	-	-	-	-	3
16.	Smiling	-	-	2	1	-	3
17.	Team working	2	-	-	-	-	2
18.	Work-oriented	2	-	-	-	-	2
19.	Punctuality	1	-	1	-	-	2
20.	Economizing	-	-	-	-	4	4
21.	Face-to-face problem solving	1	-	-	-	-	1
22.	Diligence	1	-	-	-	-	1

Reclassifying components of competency based on concept of Bloom, i.e.

Cognitive domain – career knowledge

Psychomotor domain - massage expertise, Language proficiency, Customer oriented, Cleanliness, Additional service, Good service-minded , Tourism skills , Self-improvement , Observant , Unity, Team working, Punctuality , Economizing , and Face-to-face problem solving.

Affection domain - honesty, patience, career-oriented, modesty, smiling, work-oriented, diligence.

Taking the 22 competency to be validated with 20 outstanding massagers without being interviewed before as format attached, it is found that there are 10 prioritized ones as follows.

Table 7 Competency prioritization

Competency	Definitions	Type of competency
Work-oriented	Prioritize full service for customers and with full capacity	attitude
Customer-oriented	Reception of Thai ness by smiles and recipient-oriented	skill
Good service-minded	Love and ready to serve	skill
Cleanliness	Self-care and attend equipment, and tools for massage	skill
Patience	Tolerance to customer's moods, waiting for customer sunlight and molest	attitude
Language proficiency	Able to comprehensively communicate with foreign customer	skill
Message expertise	Duration of working in massage	skill
Career knowledge	Technical knowledge of amateur message, reflexology, and cord massage	knowledge
Smiling	Expressing willingness to serve with smile	attitude
Career-oriented	Satisfaction and pride in the career	attitude
Honesty	Full hour massage, full course massage steps, no over-charges	attitude
Punctuality	Responsibility to appointment with customer	skill
Self-improvement	Increase knowledge, career skill, and know what customers want	skill
Tourism skill	Well round with information of attractive sites and neighboring sites.	skill
Modesty	Humbleness and gentleness	attitude
Unity	Helpfulness and without competing about customers	skill
Additional service-oriented	Add more kinds of service e.g. braids, nailing, body-paint.	skill
Observant	Special interest toward customer	skill
Diligence	Regularity in arriving for working	attitude
Economizing	Moral frugality	skill
Team working	Allocation of work for faster service and customer satisfaction	skill
Face-to-face problem solving	Solution to unexpected problems for customer	skill

It proves that the Thai traditional massagers at tourist seaside resorts prioritize the affection domain, i.e. “work-oriented” or prioritizing full service for customers and with full capacity. The second is the skill of “customer-focused” or reception of Thai ness by smiles and recipient-oriented; “good service” or love and ready to serve, and “cleanness” or self-care and attend equipment, and tools for massage.

Interviewing samples by qualitative and quantitative approaches, i.e. applying PF1 with 219 Thai traditional massagers at tourist seaside resorts - PF2 is applied with 21 outstanding massagers, ST1 applied with 34 stakeholders or foreign tourists, ST2 applied with 5 public management, ST3 applied with 12 public officers promoting the Thai traditional massagers, ST4 applied with 12 tourist agency, canvas bed owners, food shop owners. Pseudonyms are used in reports and competency is summarized as with the components of knowledge, skills, and attitude as follows:

1. Knowledge – what are found with the Thai traditional massagers at tourist seaside resorts, i.e. Thai massage knowledge is referred to seeking additional knowledge and regularly attending training; massagers earn basic Thai massage theories, by techniques 150 hour course of the therapeutic Thai massage of the Institute of Thai Medicine, Department of Thai Medicine Development and Alternative Medicine, Ministry of Public Health. It is also found that 54.3% of respondents earn certificate and 45.7% do not. Knowledge of massage is not gained from training organized by public but self-exploring. Such Auntie Lamoon (Pattaya) says she had attended training from Wat Luong Phor Ie, Sattahip District for over 10 times. Or Khun Ou (Pattaya) says she has attended the same school for a week. From interviews 24 from 74 massagers like Auntie Lek, Auntie Soong, Khun Mali, the Muang Pattaya officer 1, 5, 7, 10, 12 and the tour operator 1, 3...etc.; it is found that earning the knowledge of Thai massage is a competency vital to massage. Auntie Soong (Koh Samed) says, “Efficient massager must be patient and skillful in massage.” Or Khun Patchara (Koh Samed) says, “...massage well leads to success and skillfulness also lead to success. Any skillful one, when customers return home they will relay message where they meet skillful massagers. When they visit they will ask the about the massager that they want her to massage them, they want to experience. Even they never see but ask to meet...”

In addition, massagers at Pattaya like Auntie Lamoon, Khun Ou, Auntie Somboon, Khun Toi, Auntie Saiman, Khun Khamphol, Khun Ornsiri, Khun Moo, Auntie Toom, Khun Aj-ong...etc observe that the Thai massage knowledge is a competency indispensable for the Thai traditional massagers.

2. Skills - it is referred to what an individual able to do. From interviewing samples of outstanding massagers, foreign tourists, the public management, the operant officers, tour operators, the skills involves massage expertise, customer-focused, good service, cleanness, self-development, tourism skill, language skill, additional service –oriented, teamworking, face-to-face problem solving. Samples of skill are:

2.1 Massage Expertise is referred to accumulation of massage experience and knowing blood circulation, muscle systems, cords, finger pressing, palming, and pressing entire body allowing recipients relax. From interviewing 19 out of 74 samples among foreign tourist 1,2,5, and 12; the public management 1, the operant officer 2; the tour operator 2 and 4 and so on... like the public management 1 says that a successful massager requires skillfulness. They have regular customers. Some will be from word-of-mouth on which No. is outstanding. It proves that skill is a competency required by the Thai traditional massager.

2.2 Customer-oriented is referred to hosting with Thai ness, beaming smiles, and service - minded. From interviewing 29 out of 74 samples among outstanding massagers, foreign tourist, the public management, the operant officers, and the tour operators like Khun Petch, Khun Ou, Auntie Saijai, Khun Aj-ong, the operant officer 8, foreign tourist 18,20,28,...etc., and it id proved from techniques of attracting customers, and customer-oriented, each massager owns techniques, and creativity so that customers will remember and become regular ones. For example, Auntie Saaiman will converse with customer and being attentive, asking where customer stay, country of origin, times of visiting Thailand, times of visiting Koh Samed, or instructing customers not to swim in specific places because of depth, or high waves or cautioning them no tot swim too far. Not only attending braids, and scraping heels, she also gives them haircut, which differentiate from others at Koh Samed. “The customer never claims for but she tells them that their hair is too long and if after haircut, they will be more attractive and never charge only if 50-60 is sufficient but

the customer pays 200 baht. Customers say, she cut so fast and need not pay any other travel fees...” Hairstyle is kept similar but a bit shorter hair.

2.3 Additional service-oriented is referred to seeking new styles of service to build customer satisfaction. From interviewing 14 out of 74 samples among outstanding massagers, foreign tourist, the public management, the operant officers, and the tour operators, for examples Auntie Lek, Auntie Toi, Khun Onsiri, Khun Moo, Khun Toom, Khun Aj-ong, Khun Malon, Khun Khamphoo...etc., comment that creativity-equipped is a vital competency. Khun Malon says, “There is additional service such as counter hang, counter diarrhea, glucose, and counter soared throat for chain-smokers...”

Khun Aj-ong says, “Cool napkins as additional service and it increases another 60 baht for daily expenses added with cucumber cream for facial massage, which is different for others...”

Or Khun Moo says, “Using cane, a semi-circular back pressing wood with many knots of different size to press the back rows as well as different small bowls with water to wash hands and feet. It builds good senses for customers. In addition, there is after-service by buying fruit juice to serve customers. They pay us 200 baht, how much one earn only we serve them with fruit juice, it costs nothing...”

Khun Khamphoo says, “My most popular massage style is by a cane. It attracts customers by its strangeness and direct to the point like fingers but better pressure and better ease the cord. But I have no additional service like nailing, and hair salon because I am a man and emphasize only massage. Attracting customers is by greeting customers when they walk by and those who are interested...”

2.4 Cleanness is referred to attentiveness clean dresses, equipment, and outlook. From interviewing 39 out of 74 samples among outstanding massagers, foreign tourist, the public management, the operant officers, and the tour operators such as Auntie Soong, Khun Toi, Khun Patcha, Khun Ornsiri, Khun Petch, foreign tourist 4 and 7; the public management 4, the operant officers 2, 5 and 10; the tour operators 1, 4 and 5...etc. that clean equipment build credibility among customers. All tools must be clean e.g. before nailing, all tools must be washed and cleaned as well as after nailing. Auntie Somboon says, “I tell my customers that all tools are washed and cleaned and fear nothing. Dressing here is casual and normal. But before,

we have to put on blue jacket with number like public motorcycles for hired. But there are problems because some massagers flock for chatting, some talk with customers, which is not a happy scene. It looks as if we disturb customers. Some do not understand what the customer asks, and call for help. It looks as if customers are flocked...”

Khun Aj-ong says about clean dress “...Such a windy season, we have to put on a jacket and it is good to have white shirt but now they allow clothing and we change each day but during summer we put on T shirt because of pouring perspiration. We watch the climate and take simple dress, spraying some perfume, putting gel and on whatever makes us beaming with joy and then go to work...”

Auntie Soong says, “...With dressing we can put on any ones by satisfaction but cleanness on dress, clothes, and massages devices. Beautifying face help attract customers while in Pattaya, we have a white gown with number at the back...”.

Khun Petch says, “...Bodily cleanness, and dress are another external factors customers observe at first. Sometimes, I walk with my friends and ask if massage needed and the customers say they do not because of dirty dress but they want my friend to massage them and I have to decline...”

2.5 Good Service is referred to building satisfaction for customers to return for the service. From interviewing 12 out of 74 samples among outstanding massagers, foreign tourist, the public management, the operant officers, and the tour operators ...like Auntie Lek, Auntie Soong, Auntie Saiman, Khun Mali, Khun Khamphoo, and foreign tourists 13 and 31...etc.. By CRM, had they been close customers and contacted after service (especially, the regular ones) there would be periodically connection. For example, they will send postcards and inform their arrival within 2-3 months to visit Thailand and massage. Some regular customers (now working in Tokyo) send 3,000-8,000 baht they are kind and acquainted for 7-8 years. Normally, the customers contact the massagers by themselves and loyal. If good service, they will introduce the massagers to their friends or sometimes convey their wishes through their friends.

2.6 Language Skill is referred to understand the needs of the customers and language communication. From interviewing 19 out of 74 samples among

outstanding massagers, foreign tourist, the public management, the operant officers, and the tour operators ...like Auntie Lek, Khun Toi, the public management 2 and 5, the operant officers 1, 3 and 12, and the tour operators 1, 2 and 3...etc. Khun Toi says, "...We wish the public agents or offices involved organize training on reflexology and English to communicate with customers..."

Auntie Lek says, "...Khun Ornsiri is successful because she speak English well, well-known, well-mannered, and so she has many customers because language links the foreign tourists and the massagers. I am not so that good just only some necessary expressions. So I compensate by my service skill..."

Khun Oo (Pattaya) says, "...Language is indispensable because most customers love conversations, if one is good, then one gains regular customer..."

2.7 Teamworking, braiding together and allocating massage service are comments from 1 in 3 of the Thai massagers. Auntie Somboon says, "... Massagers and the canvas owners are interdependent. The massagers rely on foreign tourist to seat at the canvas bed. so, after regular job all will help each other to clean the surrounding and umbrellas in the evening..."

Auntie Lek says, "...Braiding takes time and requires colleagues to early finish it and receive the new customers..."

3. Attitude is referred to qualification or behaviors related foundation or condition of the mind of the Thai traditional massagers at the tourist seaside resorts toward the career of Thai traditional massagers such as values, preferences, honesty, patience, career-oriented, and so on, i.e.

3.1 Honesty and punctuality are referred to sincerity to tell frank rate of charge by noticeboard, and no avarice. From interviewing 29 out of 74 samples among outstanding massagers, foreign tourist, the public management, the operant officers, and the tour operators ...like Auntie Somboon, Auntie Soong, Khun Aj-ong, foreign tourists 3 and 4; the public management 2 and 3; the operant officers 1, 5 and 11; and the tour operators 2 and 3 and the foodshop owners...etc. Punctuality is another factor to gain more regular customers. Foreign tourists prefer most punctuality. Khun Petch (Pattaya) says, "...The foreigners like. They use to ask 9 o'clock Thai or foreigners? They are sharp but the Thai is not. Even when I have my customer, I will apologize and ask the customer to wait or how much time is left. .

Full-time service is important. Some think, customers do not look at the watch but they look at the telephone without the knowledge of the massagers. Those fail the time, the customers will not call for their services...”

Khun Aj-ong says, “...Full-time and no cheating, most customer take 40-50 minutes but I use to massage for 60-70 minutes (goodwill) and they will hurry to pay. We must be honest to customers...”

3.2 Patience is referred to tolerance for waiting and heat of sunlight, and efforts. From interviewing 6 out of 74 samples among outstanding massagers, foreign tourist, the public management, the operant officers, and the tour operators ...like Auntie Somboon, Auntie Lek, Auntie Soong, Khun Ornsiri, Khun Mali, foodshop owner...etc...Success motivation (patience) is counted vital qualification to attract customers. Auntie Lek says, “...Good massager never insists customers. Like they are taking lunch, it is improper to ask them since it is irritating and pessimistic. The proper time is their rest after swimming...”

Or Auntie Somboon says, “...Offer services should not be in haste. When customers arrive at the seaside, allow them to rest and swim leisurely but watch and tell your colleague that you book the ones so that there will be no competition. But sometimes after booking, and the customers decline, it evaporates...”

3.3 Career-oriented is referred to attentiveness to massage customers, fully willing to serve at full ability. From interviewing 2 out of 74 samples among outstanding massagers, foreign tourist, the public management, the operant officers, and the tour operators ...like Auntie Toom says, “...It requires love and when facing ill-manned customers some quit. If we do not know this weakness, it is impossible to go on...”

Auntie Lamoon says, “...I love this career otherwise I would quit to other jobs. Previously, I have been working abroad for 3 years in Saudi and I feel bored. So I return to massage. At present, I work for 30 years ...”

Khun Petch says, “...Career-oriented is another factor, if dislike, I would not be here. I will fail. I arrive here everyday, either gain or nothing only my sickness holds me. I take 2 days leave on New Year and a week during Songkran Day...”

From Appendix C, Table 38; the massagers comment that 80.4% of the Thai traditional massage career is stable and only 19.6% are unstable. In addition, samples see that 10.0% are happiest in working, 80.0 % are happy and 10.0% are moderately happy. (Appendix C, Table 39)

4.4 Competency development of the Thai traditional massagers at tourist seaside resorts

4.4.1 Competency development from the past till present

Concepts on development of transferring the Thai massage knowledge by historical records, it is found that previously it has been transferred from the master to students. The students need to be observant to memorize all subjects. (some defects and some adds) till alphabets are invented and inscribed principles into slates, planks, palm leaves, handmade paper, Thai notebooks and gradually developed into VDO, microfilm, and computers. (Chaninthorn Rattanasakohn et al, Saowapa Pornsiripongse & Pornthip Usuppharat, eds., 1994: 5). Knowledge transfer is within the family such as parents to children, nieces and nephews. (not to son/daughter-in-law). Or there is transfer in the Wat/ Temples; from monks to monks, novice, and followers or laymen who help the temple affairs incase the sick were female. There might have been some outsiders incase the masters saw that they are sincerely attentive for the knowledge and deserved trust on medical ethics or other reasons.

In the reign of His Majesty King Jullachomkhlaol (Rama V), a College of Medicine has been established and was the first medicine school of Thailand. At present, it is Siriraj Nursing and there is massage subject to the junior students for a period and stop without reasons. Some said, students were not interested. So, Thai medicine and massage had been terminated since 1923. Later, in 1982, the Medicine College instructing the integrated traditional Thai medicine with the modern medicine opened to instruct “ Modern Thai Traditional Medicine” admitting senior secondary students to earn high professional certificate of “Medicine” spending for 3 years. The courses involved the traditional hand massage or the Thai traditional massage for 576 hours instructing theories and practices to all sections of students. Steps are taught with demonstration, practices and tests on contents beginning from ethical manners to

approach the sick, basic body massage, anatomy, hand placing of each massage styles, using massage forces and duration of pressing and releasing, appropriateness of position for medication, teaching experience, and prohibitions, i.e. no drinking, no enticement, no prolonging the medication, politeness, no expression of molestation. (Institute of Thai Medicine, 1995: 7)

At present, there are instructions of common massage in traditional nursing without entrance and rates of tuition fees are differed. They provide bot short and long courses and organized during official holidays or by agreement. In general, it is a one-on-one instruction by the teacher or by a senior with demonstration and practices. Contents are involved with experiences of the teacher and traditional anatomy with ethics and significantly abiding in principles of morals. When time is complete, the teacher will organize a test by the student massages and certify the performance. If performances are unlikely, the revisions and additional training will be imposed without additional charges.

Disseminating the massage knowledge to be accepted by people in general, at present both public and private offices conduct researches to investigate knowledge from existing traditional massagers. They emphasize what are collected as evidence and systems should be disseminated. In addition, investigation and promotion to raise values and interest are endeavored so as to be an alternative therapy. In 1994, the Institute of Thai Medicine was established in the Ministry of Public Health and NGOs, which are interested in the local Thai therapeutics such as a group to study medical problems and reviving the Thai traditional massage, and Foundation of Public Health and Development. They all try to collect knowledge, conducting researches and organizing training of massage to raise awareness to prioritize the traditional health therapy.

From interviewing 219 samples at tourist seaside resorts, it is found that they do not increase their knowledge. Only 40.6% attend the courses, 22.4% regularly attend the training and 20.6% seldom attend. (Appendix C, Table 34). It is found with inheritance of the Thai traditional massage that 31.5% inherit from the public offices, 16.9% are from their elders, 15.5% are from local massagers, 14.2% are from their parent, and 1.8% are from private institutions. (Appendix C, Table 35). 54.3% pass and earn training certificate. Duration of training is at least from 1 day and the longest

duration is 3 years. 24.4% of the Thai traditional massagers have been trained for 45 days, followed by 19.2% are trained for 7 days, 16.9% are trained for 20 days, and 0.5 % spend either 1 day, 5 days, 17 days, 50 days, and 5 months in training. (Appendix C, Table 36).

4.4.2 Upgrading knowledge and additional expertise skill

From interviewing, the Thai traditional massagers at tourist seaside resorts upgraded knowledge and additional expertise skill as follows:

4.4.2.1 The Informal Development by

1) Learning by doing - it is self-training and there are 53.9% (Appendix C, Table 36).

2) Explore with colleagues, observation from experts (sharing-coaching) and practices and there are 39.3% by alternatively massage each other during free time and the messages will tell the position of the cord for stronger press. So, the massager will accumulate additional knowledge and skills or after arriving home and exchange knowledge with colleague living around or from telling of customers during massage.

3) Exploring from documents related and there are 3.6% (Appendix C, Table 36).

4.4.2.2 The formal development is from the public agencies or from the institutions organized the training and implementing with their job. There are 50.7%. (Appendix C, Table 41).

Massagers at Koh Samed have been trained on professional ethics by Khun Khamphol, the chief of the group and says, "...We have trained professional ethics monthly: honesty to customers on service fees, cleanness of nailing devices and dresses. Skill training is organized annually by Tambol Administration, Provincial Administration, and Association of Koh Samed Development will raise fund to support the training. This year, there will be guest speakers from the Institute of the Thai Medicine, Department of the Thai Medicine Development and Alternative Medicine, Ministry of Public Health in order to train the amateur massagers of a 20-day course with 60 applicants. Certification will be issued after training ..."

At Pattaya, the Mayor says,“...There is training emphasizing service such as manners, Thainess and courtesy, joyous beams, massage charges, and competency development. Twice training a year is organized with 50 participants. Guest speakers are from Wat Pho to train on the Thai traditional massage. Exchanges of conversation among massagers are interacted like who want strong massage or soft one ...”

4.5 Comparing competency between the outstanding Thai traditional massagers at tourist seaside resorts and the common ones at the seaside.

From indepth interviews with 21 outstanding massagers, 34 foreign tourists, 12 tourist agency, canvas bed owners, and foodshop owners, 5 public management promoting the Thai massagers and 12 operant officers applying the qualitative approaches, competency is concluded as follows:

4.5.1 Competency of the outstanding Thai traditional massagers at tourist saside resorts contains:

4.5.1.1 **Knowledge** – career expertise of Thai massage

4.5.1.2 **Skill** - massage expertise, language proficiency, additional service, teamwworking, face-to-face problem solving, self-improvement, tourism skills, customer oriented, good service-minded, cleanliness, observant, economizing, and punctuality

4.5.1.3 **Attitude** - patience, work-oriented, honesty, smiling, career-oriented, diligence

4.5.2 Competency of the common massager at tourist seaside resorts are collected from common massager, outstanding ones, the public management, the operant officers, foreign tourists, tour operators, foodshop owners. It is found that the inadequacy competencies are skills, i.e. cleanliness, massage expertise, language proficiency, customer-oriented, and attitude containing, honesty, smiling, patience, career-oriented. The public management says that an outstanding massager should beam with joy, massage expertise, which is the most indispensable, training by

emphasizing manners, Thainess, humble, smiling, massage charge and honesty to customers.

4.5.3 Interviewing common massagers at tourist seaside resorts – an indepth interview is conducted with 10 massagers earning less than 700 baht a day during the peak season. (November-February), having less regular foreign customers, and unacceptable on being the Thai traditional massagers (PF3). Inadequate competency is concluded into 14 kinds as follows:

Table 8 Common massagers interview

No	Competency	PF	PF	PF	PF	PF	PF	PF	PF	PF	PF	Total
		3/1	3/2	3/3	3/4	3/5	3/6	3/7	3/8	3/9	3/10	
1	Not fluency	1	1	1	-	1	-	1	1	1	1	8
2	Impatience	1	1	1	-	-	1	1	1	1	1	8
3	Uncleanliness	1	1	-	1	1	1	-	1	1	1	8
4	No customer oriented	-	1	-	-	-	1	-	1	-	-	3
5	Stern face	1	-	-	-	-	-	-	-	1	-	2
6	Unpunctuality	-	-	-	-	-	-	-	1	1	-	2
7	Time cheating (dishonesty)	-	-	-	-	-	1	-	-	1	-	2
8	Impolite	1	-	-	-	-	-	-	-	-	-	1
9	Not nice outlook	-	1	-	-	-	-	-	-	-	-	1
10	No massage skill(greenhorn)	1	-	-	1	1	1	-	-	-	1	5
11	Amateur	-	-	1	-	-	-	-	-	-	-	1
12	No additional service	-	-	-	-	-	1	-	-	-	-	1
13	Dislike finding customer (lazy)	-	-	-	-	-	-	1	1	-	1	3
14	Less talk	-	-	-	-	-	-	1	-	-	-	1

From the interview table, it is concluded the inadequate competency of unsuccessful Thai traditional massagers at tourist seaside resorts are the skills, i.e. language proficiency, cleanness, customer-oriented, punctuality, massage skill, additional service, and attitude containing, patience, joyous beam, honesty, diligence and other causes are not attractive outlook, multiple career, less talk, and impolite.

From 4.5.2 and 4.5.3, they are concluded that the inadequate competency of unsuccessful Thai traditional massagers at tourist seaside resorts are:

1. Skill – language skill, cleanness, customer-oriented punctuality, massage skill and additional service
2. Attitude - patience, joyous beam, honesty, diligence and career-oriented
3. Other causes drag success of the Thai traditional massagers at tourist seaside resorts are not nice looking, multiple careers, less talk and impolite.

4.6 Approaches to develop competency of the Thai traditional massagers

Successful competency development of the Thai traditional massagers at tourist seaside resorts is classified as follows:

4.6.1 Self-development approaches on competency development are as below.

4.6.1.1 Joyous beam, diligence, career-oriented, honesty, patience

4.6.1.2 Thai massage skill – it requires advice and recommendations from colleagues by sharing and rotating massage to find defects for friends or conversing with recipients on preferences by individual, nation, style and sharing experiences with colleagues.

4.6.1.3 Cleanness - Thai massagers can improve dressing, maintaining career devices by learning from experiences explored each day by themselves.

4.6.1.4 Additional Service – adding new different things such as cane massage, reflexology, nailing braiding, and using devices satisfactorily to customers.

4.6.1.5 Language communication and customer-oriented: requiring memorizing and learning from recipients as well as sharing with colleagues.

4.6.2 Approaches by public sector- identifying approaches necessary for the Thai traditional massagers at tourist seaside following No. 6.1.2-6.1.5 to allow career achievement for the massagers.

4.6.3 From interviewees, they need the public to help develop competency as follows.

4.6.3.1 Knowledge of the Thai Massage – the Mayor of Muang Pattaya says, “...Twice training a year is organized with 50 participants. Guest speakers are from Wat Pho to train on the Thai traditional massage, cleanness, service integrity, professional ethics, manners, Thainess and courtesy. A successful massager requires joyous beams, and familiarity. Massage skill is leading. Mutual help among colleagues should be as sharing skills particularly for the greenhorn. Massages can help each other well. ...”

4.6.3.2 Professional ethics – Director of the Public Health of Pattaya says, “...Etiquette should be promoted and trained, avoiding to disturb customers during rest. Not only massage skill, the communication should also be improved, the professional ethics, self-development to satisfy the foreign tourists....”

From interviews, the massagers comment that

- 1) The public offices should promote work skill where 19.8% of massagers need.
- 2) Developing communication skills and comprehension are about conversation and 74.4% require English, 42.0% require Japanese, and 39.7% require Chinese.
- 3) Developing how to build satisfaction for tourists are raised by 71.7%, services by 68.5% and cleanness by 75.3%.
- 4) Duration of development should be during rainy season by 41.4%, during off workohurs in Mondays-Fridays by 23.3%, Saturday-Sundays by 12.8%.

4.6.4 Persons involved with massage comment on competency development as below.

4.6.4.1 Office personnel related to the public sectors in promoting the Thai traditional massage both the management and the operant observe that Thai traditional massagers should develop knowledge of career skill and test to earn certificate in order to standardize the career under supervision of the Department of the Skill Development, Ministry of Labor. In addition, cleanness should be developed, training on manners and professional ethics, punctuality, charge claims, cleanness of devices, speaking and dressing, manners of services to impress customers, improve

language skills to understand the needs of tourists in order to build familiarity with them.

4.6.4.2 Tour operators, canvas bed owners, foodshop and residence owners comment on developing quality service that problems between the Thai traditional massagers and the foreign tourist are cannot communicate. So, it requires improving language competency, massage and service skills, neat and orderly massage places, professional ethics- not taking advantages over customers, politeness, improve skill by training to earn certificate, neat and clean dresses, clear charge rate, without disguised sex-services.

4.6.5 Investigating the needs of tourists by indepth interviews among 34 foreign tourists, they comment that seaside massage is and distinguished Thai identify and culture and no one surpasses counted as a Charm o Thailand. It is also a job building for grassroots and service charges are reasonable, safe, and attractive massage places. 2 in 3 of tourists massage for relax and ease the tension. Devices for massage are standards and clean, security of life and property. They are impressed by it and easy to find along the seaside at call. All services are counted standards but service changes should be certain and drinking water should be served after massage.

CHAPTER 5

DISCUSSIONS

It is concluded from results that the economic globalization affects farmers and informal workforce at large both internal factors-domestic production bases containing capitals of nature and environment, which deteriorate soil, forest, water source and streams, and the external factors, which are advantageous of the cross-national corporate opening free trade, and free monetary trade. These drive workforces migrate to cities to find new production bases for survival and become informal workforce for self-dependency. Rationally, globalization needs mega-money to buy all things, so these informal workforces move to seaside communities of tourist resorts for foreigners to take rest and apply cultural capital-the Thai traditional massage as career to earn living in order to survive globalization. They need to find all possible channels to carry out career. This investigation covers different contexts as follows:

5.1 The competency theory studied by David C. McClelland is defined that it is attributes hidden in an individual, which can drive individual to fulfill outstanding performance or criteria identified for one's responsibility. By definition of American Approach to develop personnel competency, it is found that leading competency identifying performance of the Thai traditional massagers at tourist seaside resorts are corresponded with the literature reviewed by the researcher. They are service minded, accumulating career expertise, ethics, creativity, human relation, communication, negotiation, persuasion, teamwork, problems solving, CRM, knowledge, skill, attitude, diligence, patience, honesty and so on.

5.2 Style of the Thai traditional massagers at tourist seaside resorts by objectives can be elaborated the competency knowledge based on McClelland as follows:

5.2.1 Health massage is an amateur one and use competency of above the water or the "Hard Skills" containing knowledge, and skills. Rationally, it is the cord

massage for better blood and lymph circulation for better function. So, the massagers are required to know general anatomy, which teaches about human body and needs skills to press correct cords otherwise the massages will suffer sprain.

5.2.2 Massage for relax will use competency under water of “Soft Skills” i.e. trait, motive, and attitude. It means that they need to use competency related to customer-oriented, additional service, service styles, customer-care, skills, cleanness, and patience to meet the needs of customers.

5.3 Concepts of the Thai massage - from literature reviews, it is divided into the royal court massage to serve the kings and royal family members without using feet, knees, elbows, bending or any part of the massager's body, never breathing near the massagee, and about 2 feet afar and use only thumbs, tips of fingers and palm. On the contrary, the amateur massage is a common one and found each day in societies at large. It is inherited from the father to the son. The massager uses all parts of the body such as feet, knees, elbows, bending and any parts of the body. From interviews, on using the amateur massage to foreign tourists started from tips of the feet till the head allowing the massagee lies on it back, sided, face-down, seating and end the process by folded palm striking both shoulders and pay respect to the massagee by Wai (Thai way of respect). In addition, the Thai massagers use typical Thai ness such as smile, warm welcome and soft touches added with beautiful sea-views of white beach and glistening of sunlight where it satisfies massagee for health and relax. All are called the Amateur Massage.

The modern massage has changed to meet the Thai contexts and globalization where the informal workforce uses to earn their living. Massage is growing and developed into professionalization. There is standard for certification such as training for knowledge, skills, and certificate to validity training and well equipped with knowledge of the Thai traditional massage. This turn the existing massage becomes more than local intellectual restrictedly inherited. It requires quality, standard, professionalism and institutionalized certification. The knowledge of massage changes from tacit knowledge, which is implanted under subconsciousness and individualism unable to express in words but only learn from the tourist seaside resorts and it is the informal education, word of mouth, man-to-man, suing

experiences to yield massage techniques. Experiences are accumulated and developed into career. When the massagers have been trained through demonstrations and practices, it becomes explicit knowledge, which is commonly transferable.

5.4 Developing necessary competence

The Thai massagers should be trained by coaching on:

5.4.1 Cognitive domain – coaching of knowledge, theory of the amateur massage organized by public sectors or personal among the massagers

5.4.2 Psychomotor domain – coaching of positive attitude toward career such as smiling, career-oriented, patience, honesty, diligence and so on.

5.4.3 Affection domain – coaching of massage skill for better development to meet satisfaction of the recipients such as communication, customer-care, cleanness, massage skill, punctuality and so on.

Increasing knowledge on massage even the government has set policy on training but it can carry out once a year and only for 60 participants because of budgeting inadequacy. This investigation is corresponded with the research of Pennapa Subcharoen et al that developing the Thai massage is inconsistent in improving knowledge, and professionalization is not passing the obligations. Language improvement is still lack of knowledge to communicate wither foreign recipients. Relevant courses should also be under the same standards.

5.5 Concepts of David C. McClelland

David C. McClelland have classified competency into knowledge, skill and attitude. From this investigation, it can divide massage skill into 3 groups, i.e.

5.5.1 Group 1: The massagers able to earn career but without skills and able to serve customers by only knowledge or “hard skills”. From interview (Appendix C, Table 36), duration of training is divided into 19.2% are trained for 7 days, 0.5% are trained for 14 days and 17 days, and 16.9% are trained for 20 days. In addition, there is a 1-day, 2 days, 3 days, and 5 days training to earn living. It proves that the knowledge competency is unlikely necessary for the Thai massagers at tourist seaside resorts.

5.5.2 Group 2: The massagers able to earn career and able to coach colleagues will use knowledge and skills or “Hard Skills” to serve customers. From interview (Appendix C, Table 37), 53.9% increase their knowledge and skill through self-development, followed by 39.3% asking, and observing experts and exposing with practices.

5.5.3 Group 3: The successful massagers serving satisfaction of the recipients, should have “Hard Skills”. They acquire the Thai massage knowledge and skills with “Soft Skills”, i.e. customer-care, service minded and attitudes, i.e. patience, smile, honesty and diligence. It is corresponded with the study of Boyatzise (1982) stating that competency engulfs customer focus and building relationships.

5.6 Concept of the Thai working-culture - it is concluded that most Thais vitally inherit working attitude, and values of diligence, patience, honesty, independence, and enjoyment. All these qualifications are consistent with traits of the Thai traditional massagers at the tourist seaside resorts because of possessing skills, diligence, patience and honesty. Independence is to be able to work at nay time, no boss to coerce or any time to stop. They are their own bosses. In addition, advantages of massage career is a service, it requires personality of smiling, joyous beaming, well mannered, and attentiveness which are the good foundation of the Thai and consistent to the culture of friendliness. This turns recipients satisfaction and return to use the service including word of mouth for retention, which is corresponded with the CRM concepts.

5.7 Qualifications of the outstanding massagers and the unsuccessful massagers are different as below.

5.7.1 Qualifications of the outstanding massagers are 76.3% determine to adhere it to be core career. (Appendix C, Table 9), 36.5% needs independence, to inherit this career, diligent (work more by weekly average), never fail to practice and develop, regularity of working, treating customer well, fast and polite service, customer-care, warm welcome, massage safety, fair price and large number of regular customers.

5.7.2 The unsuccessful massagers lack vital competencies of patience, career-oriented, honesty, smiles, diligence, skills, customer-care, cleanness, language communication, and punctuality, In addition, they fail other qualifications, i.e. bad outlook, less talk, impolite and do many career.

5.7.3 Results of a study on competency selected by priority commented by the Thai traditional massagers at tourist seaside resorts indicate the behavior of each competency that massagers should be equipped. It is corresponded with the study of Anntoinette D. Lucia (1996:6-7) on the Competency Pyramid as follows:

The Competency Model contains the innate abilities and the acquired abilities, which lead to the personal conducts.

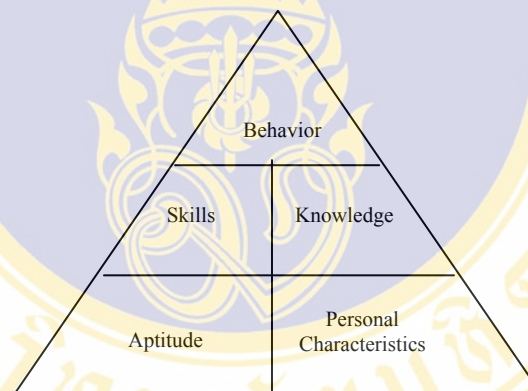


Figure 6 Competency pyramid

So, a study on competency of the Thai traditional massagers at tourist seaside resorts indicates behavior what they should be equipped to become successful in the career as below.

Competency	Behavior	Types of competency
Work-oriented	Fully and best serve to customers	attitude
Customer oriented	Welcoming with Thainess, smiling and service-oriented	skill
Good service - minded	Customer service-oriented	skill
Cleanliness	Maintain self and massage equipment	skill
Patience	Tolerating to the customers' disposition, waiting for customers, enduring to sunlight and abuses	attitude
Language proficiency	Able to communicate with foreign customers	skill
Massage expertise	Expert in Thai traditional massage career	skill
Career knowledge	Knowing amateur massage, reflexology, and cord pressing	knowledge
Smiling	Willing to serve with smile	attitude
Career-oriented	Career satisfaction and pride	attitude
Honesty	Full hour service, full course, no over charge	attitude
Punctuality	Responsible to the appointment with customers	skill
Self-improvement	Increasing career knowledge, skills and learning what customers need.	skill
Tourism skills	Well-round with information of attractive and neighboring sites	skill
Modesty	Gentle and polite	attitude
Unity	Helpfulness and non-competing for customers	skill
Additional service	Increasing services e.g. braiding, nailing, body-painting	skill
Observant	Special interest for customers	skill
Diligence	Regularity to working	attitude
Economizing	Saving	skill
Teamworking	Allocating works to create fast service and customer satisfaction	skill
Face-to-face problem solving	Solving unexpected problem happened to customers	skill

5.8 Adaptation of the Thai traditional massagers at tourist seaside resorts to survive globalization; it requires:

5.8.1 They adapt to create knowledge, skills and attitude toward their career. It is proved by 74.4% need to improve English, 70.8% need to improve massage safety skills, and 29.2% least needs, 75.3% need to improve skill of cleanness, (Appendix C, Table 45). In addition, they need to improve attitude of customer service such as 81.2% needs to improve willing to serve. (Appendix C, Table 51).

5.8.2 The Thai traditional massagers at tourist seaside resorts own competency based on the traditional intellectual i.e. human relation, which is the Thai culture since ancient such as smile, warm welcome with friendliness particularly the foreign tourists, gentle, soft touch for massages and so on.

5.8.3 Having environment capital in Thailand – it contains stretched and beautiful beaches, whitening, and warm sunlight, which serve well for factors of seaside massage.

5.8.4 Low price massage with 200 baht an hour including additional services of nailing, toe nails at 150 baht charges, 10 baht for braiding. All services are available at the seaside.

5.8.5 Two ways of competency development on knowledge, i.e.

5.8.5.1 Learning by doing – or from colleagues informing recipients' satisfaction such as The British prefers soft presses for relaxation or the Germans prefer harder ones.

5.8.5.2 Develop knowledge organized by officers from the public sectors such as Ministry of the Public Health, or the private sectors such as Wat Pho, Bangkok Metropolitan Administration, Wat Luong Pho Ie, Satahip District, Choburi Province.

5.9 Adjustment to meet the modern competition - the Thai massager endeavor to meet the modern competition as follows:

5.9.1 Systematization containing

5.9.1.1 Steps of massage containing attracting customers, greeting, inviting to seat for rest at the canvas bed, and asking whether in needs of snacks or beverage and so on.

5.9.1.2 Steps of service containing an hour of body massage, duration of service beginning from 08.00-18.00 hours daily without holidays.

5.9.1.3 Two massage styles, i.e. for relax and for health with additional services of reflexology, braiding, finger nailing, toe nailing, scraping heels and body-paint

5.9.1.4 Internal Management System - at Koh Samed, Rayong Province there is informal grouping with punishment if any massagers violate regulations such as competing for customers, when they might face 2 day suspension of working.

5.9.2 Standardization

The Thai traditional massagers at tourist seaside resorts set standards of quality service as follows:

5.9.2.1 Quality is referred to theoretically implementing standard amateur massage and build quality of additional services to satisfy customers such as cleanness of finger nailing, toe nailing, and braiding, which equates beauty salon.

5.9.2.2 Customer service by facilitating them during massage such as inviting to seat at the canvas bed, asking their needs of snacks or beverage, securing their properties, assuring the service of body cream massage, oil, counterpain, balm, reflexology, finger and toe nailing, body-paint and scraping heels and so on

5.9.2.3 Building customer satisfaction is to best serve in every process as follows:

1) Standard of cleanness- arranging clean place free from litters, clean sand sheets everyday; metal nail and skin cutters must be cleaned by alcohol before uses and sterilized by antiseptics after uses.

2) Standard of cleanness of the Thai massagers - they should be conscious of cleanness in dressing, hairstyle, outlooks, fingers, toes, body and mouth odor

3) Dressing standard containing number, which is issued in Muang Pattaya to control number of massagers with white gown with number at the chest and middle of the back.

4) Rate standard – 200 baht for body massage, 150 baht for finger and toe nailing and 10 baht for braiding

5) Device for massage will be the same standard such as type of balm, oil and nail solutions.

5.9.3 Professionalization - professionalism among the Thai traditional massagers at tourist seaside resorts by competency training on massage and some might explore in common training school like Wat Pho, Bangkok Metropolitan Administration, Wat Luong Pho Ie, Satahip District, Cholburi Province or attending in the public training organized by the Institute of the Thai Medicine, Department of the Thai Medicine Development, Ministry of Public Health or the Local Administrations.

5.9.3.1 Professionalism with massage knowledge, experiences in the amateur massage, which is the common ones, 40.6% exploring to upgrade one's knowledge and 22.4% regularly attend training.

5.9.4 Institutionalization – they institutionalize as follows:

5.9.4.1 Massage place: seaside is used and becomes identity no one has. In addition, there are sheds from trees, white sand and warm sunlight impressing foreign tourists.

5.9.4.2 Massager controls: numerical system is used by stitching at the chest with name badge on the gown as well number at the back.

5.9.4.3 Informal grouping and vertical services

5.9.4.4 Massage styles: identical seaside massage, braiding, seating on canvas bed, attracting customers, numerical system, ID card, gown with number, fixed service rate at the ID card.

5.10 Population context

Effects of the population changes drive massager to readjust their behavior to meet the situation. Meaning, when economic opportunity allows, social members will react to it. Similarly, the Thai traditional massagers at tourist seaside resorts being affected by the national development with industry-focused rather than farming, they migrate to comparatively seek better production bases in order to avoid loss. It is corresponded by theory of population awareness (Supawan Phlainoi, 1987: n.p.). In addition, based on the migration theory in dualism cited about surplus workforce over the economy in the underdeveloped countries that between the sustainable agriculture

and urban industrialization with high production and 30% higher payment in the industrial sectors than the agricultural sectors attracts migration to cities. It is similar with the Thai traditional massagers at tourist seaside resorts, who migrate to the tourist seaside resorts because of being affected by local poverty and expectation to earn more than the previous occupation.

87.2% are female massagers and most are married, widows with children, which proves that they come from broken home. The municipality permanent secretary says, "...They come from broken homes, failure of marriage life...but 12.8% of female are responsible to take care their children..."

5.11 Economic context - it is a stable career with 20.5% earns 15,000 baht by average. When being asked whether to allow children to work like this, all say why would. Example, Khun Ou (Pattaya) says, "...500-1,000 baht a day, where one can find. It is independent. Whenever to come and to return as one wishes. One can save 30,000 –40,000 baht a month or 10,000 baht saving after expenses. So, if my daughter grows I shall ask her to do like this. All massagers have saving account, good money and our children will bee rich..."

Khun Aj-ong says, "...Now, I am 40 and earn 500-1,000 a day. That's marvelous. I acquire only K2 and what else should work. It is independent job and works only 4-5 hours, I can survive. During peak season, I earn 800-1,000 Baht a day. To earn in summer to live in rainy season. In rainy season, it strucks, no tours and also no job..."

An anonymous (Pattaya), 42 years says, "...I work here for 17 years and enter into this job because I got divorced with my husband. This job helps me support my 2 children studies, a home, a car and a motorcycle. I have save 500,000-600,000 baht. Now, Khun Petch pay back his credit card within 6 months. ..."

5.12 Social context

From interviewing common massagers, and they comment that 80.4% of the Thai massagers have stable job, 80.0% are happy with the job, 80.8% needs skill development, 62.1% need technical training. This career is worth for the Thais and are

successful because it is independent and meet the Thai working culture as it is investigated by Adul Wichiancharoen. (referred in Phaisaan Kraisit, 1981:59)

5.12.1 There are critical problems about the male seaside massagers upon AIDS risk because there is disguised sex service and responding to the homosexual foreign tourists. The Muang Pattaya should provide knowledge to prevent such disease.

5.12.2 In the eyes of the foreign tourists, the seaside massagers face the image of disguised sex service along with the massage. This brings negative image among foreigners. Like Auntie Saiman (Koh Samed) says, "...Most Taiwanese like beautiful massagers. They prefer sex rather than massage... Only sex. Some young girls do not massage but they beckon and ask "How much"...While with the old one, we say, they are old and do not like. They respond that even they are but they want young ladies to massage. When we massage their heads they palm our buttocks ..."

To prevent oneself is to cast their hands away and tell them that you do not like it or massage for 45 minutes. Auntie Lek (Koh Samed) says, "...Meeting the obscene customers, I tell them that there is not such a thing here. If you want you may go to Pattaya where there are plenty and most at the bar beer. There they don't want to massage job but sex selling only..."

5.13 Political context

The Thai traditional massagers at tourist seaside resorts at Pattaya are monitored under the elected mayor of the Muang Pattaya. The policy of promoting The Thai traditional massagers or not is rested on the management. Rationally, seaside is the public place and those permitted to earn living such as canvas bed with umbrella will pay 500 baht fees under the Public Health Act, 1985 but massagers need not pay. So, it is illegal. The massagers must then be the local but actually most of them are migrants. So, it requires them to find the local people allow them to stay as residents in the demographic registration. To this case the politician will arrange homes able to transfer around 200 migrants into Huay Yai subdistrict. So, the massagers automatically become their votes for the local politician.

5.14 Risk of the Thai massagers (Pawadee Thong-uthai, 2003: 5-11) may divide into:

5.14.1 Individual risk: being the informal workforce, it is unlikely for them to join the social security program, pension rights, credit loans for human dignity to fully enjoy 4 means of shelter, dress, food and medicine. So, when they get sick, disable, delivery, unemployment, or elder, they live by their saving or shark loans.

5.14.2 Risk of workplace environment, containing

5.14.2.1 Risk of unemployment because it is an dependency job with volatile income by customers such as during March to October when it is low season, they earn less such as criteria of income that only 27.9% earn best 6,000 baht a month while least income is 50 baht a day and best one is 1,200 bath a day. Least saving is 300 baht a month and best saving is 20,000 baht a month. During the high season, the least income is 3,000 baht a month while the best income is 120,000 baht a month.

5.14.2.2 The Thai massagers work under warm sunlight it is at risk on skin cancer, pimples, melasma and spots.

5.14.2.3 The Thai female massagers are exposed to sexual abuse because recipients negatively view them as disguised sex service.

5.14.2.4 Following the government policy of turning property into capital and it is regulated the owners to legalize their workplaces around the seaside while the canvas beds and umbrellas are licensed and legal while the massagers are illegal without paying tax.

5.14.3 Risk for common is the natural disasters, wars, economic crises such as the “Tsunami” affecting the massagers at seaside along the Pathong beach, Kra Too District, Phuket Province. 50% of tourists decrease and at present massagers are jobless and turn to other jobs for survival. Many return to previous domicile to find alternative career.

CHAPTER 6

CONCLUSIONS AND RECOMMENDATIONS

A study on competency and competency development of informal sector: a case study of Thai traditional massager at tourist seaside resorts is to study profile of the Thai traditional massagers at tourist seaside resorts, to study their necessary competency and to study approaches to develop their necessary competency. Key questions are raised on what is their profile, what are their necessary competencies, and what should be directions to develop their necessary? Analyses are applied to the qualitative and quantitative approaches conducted among massagers in Muang Pattaya, Banglamung District, Chonburi Province and in Koh Samed Muang District, Rayong Province.

Individual analyses are conducted on profile of 219 Thai traditional massagers at tourist seaside resorts with the in-depth interviews and elements are concluded as follows.

6.1 Conclusions

6.1.1 Analyses on individuals – their personal background are 87.20% are female, 12.80% are male. The eldest massager is 64 years and the youngest is 17 years. 65.80% are married. 74.0% acquire Prathom 6. 40.7% are easterners followed by 32.4% are from northeasterners. Previous career before entering the Thai traditional massagers is 47.90% are from others careers (merchant, construction and student). 76.30% are in the Thai traditional massagers' career. The longest duration of work is 30 years. Earning during high season (November-February) is the lowest ones earn 3,000 Bah a month while the highest ones earn 120,000 baht a month. During the low season (March –October), the lowest one earns 800 baht a month while the best one earns 36,000 baht a month. Most massagers or 31.50% are inherited from the government institution, 15.50% inherit from elders, parents, and local massage instructors. 65.3% serves oil massage, followed by palm massage, balm and

counterpain balming massage. 88.60% know body structure and anatomy but no certificate for therapy.

6.1.2 Entry of the Thai traditional massager at tourist seaside resorts

Attraction is to raise their wealth and followed by work independence. Their primary objectives are to be their core career and the critical motive is they earn less in the previous career and the necessity to support their family members.

6.1.3 Factors driven success of the Thai traditional massager at tourist seaside resorts

Factors supporting their success and surviving the globalization are:

6.1.3.1 The natural and the environment capitals, which are climate conditions, warm sunlight and climate, stretched seaside accepted by most foreign tourists and preferences to the tropical climate of Thailand.

6.1.3.2 The cultural capital, which is gentle manners of the Thais, smiling and joyous beaming, goodwill, humble, and tourist awareness where no other nations compete. From interviews the foreign tourists, it is found that skillfulness of the Thai massagers are soft and gentle with caring rather than to fast end by steps. This makes massage relaxed.

6.1.3.3 Low price charges, which is 200 baht for body-massage an hour, 150 baht for additional services of nailing and 10 baht for braiding and prevailing along the seaside.

6.1.4 Competency of the Thai traditional massager at tourist seaside resorts

Their competencies are found as follows:

1. Core Competencies are
 - Human Relation, the Thai warm welcome, smile and service minded
 - The knowledge of the Thai traditional massage – exploring new knowledge and regularly attending the training.
2. Technical Competency
 - Creativity : seeking new styles to satisfy customers

- Cleanness: dressing, tools and devices of the career, and their outlooks
- Professional ethics: honesty, punctuality and no greed
- Customer satisfaction: meeting the customers' needs for reusing the service
- Patience: endeavoring on waiting, warm sunlight, and hardship
- Communication (language and understanding): understanding what customers want and communicativeness.
- Bargaining: deducting price for customers and time bonus
- Teamwork: braiding together and allocation of massage services

In addition, it is found that the outstanding massagers acquire necessary competencies of diligence, patience, honesty while the unsuccessful ones are caused lack of patience, lazy in serving, no human relation, incommunicative, and unethical in profession.

6.1.5 Setting approaches for developing necessary competency

6.1.5.1 Self-development

They should develop the Thai massage knowledge, skills by sharing and coaching among colleagues and self-development are creativity, cleanness, patience, bargaining, and teamwork

6.1.5.2 By the public sectors

What has been occasionally organized are related to human relations, knowledge of the Thai massage knowledge, professional ethics, building customer satisfaction, and cleanness, communication (language and understanding).

6.1.6 Approach of developing quality service

6.1.6.1 What have been proposed by the foreign tourists for the massagers are improving cleanness, dressing, and devices for nailing. The public management and the operant officers comment that the massagers should improve cleanness, ethics and career knowledge.

6.1.6.2 Monitoring quality service standards – they should focus on body massage, reflexology and kinds of additional services e.g. nailing, braiding, and body-paint to reach the same standard at every service sites.

6.1.6.3 Conduct researches among the foreign tourists in terms of massage and modern additional services in order to build customer satisfaction.

6.1.6.4 CRM: they should contact customers after service to collect information related to massage or contact after the customers return homes on auspicious occasions such as New Year to bridge bond to reuse the service.

6.1.7 Styles of the Thai traditional massager at tourist seaside resorts – by objectives-based, the theory of David C. McClelland is elaborated as follows:

6.1.7.1 Health massage is an amateur one and will use the “hard skills” above the water containing the knowledge and the skills of the massage.

6.1.7.2 Relax massage is using the “soft skills” under the water, which are traits, motive, attitudes which they must use competency related to human relation, creativity, style of customer service, building customer satisfaction, cleanness, and patience to meet the needs of the customers.

6.1.8 Elements of competency contains knowledge, skills, and attitude - from investigation, it could conclude competency into 3 groups, i.e.

6.1.8.1 Group 1: The massagers able to earn career but without skills and able to serve customers by only knowledge or “hard skills”.

6.1.8.2 Group 2: The massagers able to earn career and able to coach colleagues will use knowledge and skills or “Hard Skills” to serve customers.

6.1.8.3 Group 3: The successful massagers serving satisfaction of the recipients should have “Hard Skills”. They acquire the Thai massage knowledge and skills with “Soft Skills”, i.e. customer-care, service minded and attitudes, i.e. patience, smile, honesty and diligence.

6.1.9 Risks of the Thai traditional massager at tourist seaside resorts

6.1.9.1 Number of customers is uncertain, which affects income because the number rests on foreign tourists arriving during high season (November-February) each year.

6.1.9.2 Difficulties of communication (language) critically restricted to know the needs of customers.

6.1.9.3 Inadequacy of knowledge and skills to fulfill career

6.1.9.4 Risk of fulfilling career and residence because they are migrants from other regions

6.1.9.5 Risk of unemployment because it is an dependency job with volatile income by customers such as during March to October when it is low season, they earn less such as criteria of income that only 27.9% earn best 6,000 baht a month while least income is 50 baht a day and best one is 1,200 Bath a day. Least saving is 300 baht a month and best saving is 20,000 baht a month. During the high season, the least income is 3,000 baht a month while the best income is 120,000 baht a month.

6.1.9.6 The Thai massagers work under warm sunlight it is at risk on skin cancer, pimples, melasma and spots.

6.1.9.7 The Thai female massagers are exposed to sexual abuse because recipients negatively view them as disguised sex service.

6.1.9.8 Following the government policy of turning property into capital and it is regulated the owners to legalize their workplaces around the seaside while the canvas beds and umbrellas are licensed and legal while the massagers re illegal without paying tax.

6.1.9.9 Risk for common is the natural disasters, wars, economic crises such as the “Tsunami” affecting the massagers at seaside along the Had Pathong, Kra Too District and Phuket Province. 50% of tourists decrease and at present massagers are jobless and turn to other jobs for survival. Many return to previous domicile to find alternative career.

6.2 Additional findings from field study

6.2.1 Most Thai traditional massagers are informal workforce rested on migration from the northeastern region in association of surplus factorial workforce or agricultural workforces migrate to the career path of massage during waiting for harvesting season. They are counted vital workforce supporting the tourism industry and the trend of health promotion. It is also promoting tourists to know the local intellectual of the Thai traditional massage.

6.2.2 The migration of the Thai traditional massagers is well planned with clear target, i.e. a migration to be workforce along the tourist seaside resorts by having pioneers of the upstream to enter career path first. When it is seen with remarkable income, they advise relatives and acquainted to enter the job. The factor attracts migration to cities is obvious rather than to be “forging ahead” escaping starvation to cities without directions like in the past.

6.2.3 The male workforce can survive because some of them enter disguised sex service for aged foreign tourists.

6.2.4 Massage career is associated with other career to earn additional income such as selling clothes to tourists, beverage, lottery, steamed sea food, document translation and so on.

6.2.5 Results of investigation prove connection between globalization and skill development to be implemented in working by readjusting production pan to meet the needs of customers employing the social capital rested on globalization in cultural transfer, and health consciousness between the occidental and the oriental. This allows the informal sector of the industry bridging the creation of the hospitality and tourism industry.

6.2.6 Responding globalization by adopting the local intellectual to career path; most Thai traditional massagers are migrants. It reflects contracted economic developments leading to disadvantages of education and channel of earning. Rationally, it lacks capital, education, lands for living, and dry climate. So, the government should set policy to develop population in the northeastern region to gain education more both quantitatively and qualitatively. It is to allow career path and earning living in the previous lands to avoid broken home.

6.2.7 Warm welcoming, and humbleness of the Thais are culture and well behavioral norms to impress the foreign recipients in association with tenderness or touches during massaging for relaxation.

6.2.8 Most tourists or 69.9% visiting Muang Pattaya and Kho Samed are the British, French, and Russian. The second is 11.9% are the German, Finnish, Norwegian, Swedish, Netherlanders, Danish, and the Americans. 14.4% are Chinese, Taiwanese, Korean, and Japanese. 6.8% is Australian, and New Zealander, respectively. Most or 53.9% are male tourists and 46.1% are female. The largest age

group or 37.4% are 45-54 years old followed by 30.1% are 35-44 years, 21.1% are 25-34 years, 9.6% are more than 55 years, and 1.8% are less than 25 years, respectively. Such findings, it proves that foreign tourists from Asian and Arabic countries unlikely prefer seaside massage but the massage parlors where there are disguised sex services.

6.3 Recommendations on policy

6.3.1 Ministry of Public Health by Department of the Thai Medicine and alternation Development should allocate budget for training to provide knowledge and skills of massage without fail and constructive in all tourist seaside resorts. Training should be organized during rainy seasons when there are decreasing numbers of tourists.

6.3.2 Developing the Thai massage knowledge should be set as policy responding to developing tourism services in order to present the local image and intellectual of the Thai medicine and able to use as another from of tourism service.

6.3.3 Department of Skill Development ,Ministry of Labour should test the massage skill to upgrade massagers to level 1, 2 and 3 under the national skill standard in order to standardize professionalism and to increase trust for the recipients.

6.3.4 The Local Administrative Organization and offices involved should prioritize developing skill, and foreign language uses for the Thai traditional massagers at tourist seaside resorts by organizing specific foreign language training for career and many languages should be also organized such as English, Chinese, German, Russian and so on. This is to create familiarity between the massagers and the recipients to achieve career success.

6.3.5 Offices involved should be aware and promote positive image of the Thai massagers in the eyes of the foreign tourists and able to distinguish those who use ancient intellectual and the disguised sex service.

6.3.7 The Sub District Administration, the municipality and offices of monitoring should promote the following issues,

- Professional ethics, honesty, and not over charges
- Training on personality, dressing, hairstyles, dressing, face beautification, and cleanness
- Warm welcoming, customer-care, expression of the Thainess by “Wai” (Thai typical respect) and pleasant voice.

6.3.8 District and Provincial Public Health, Municipality

- advise cleaning skill on tools to prevent intoxication, cleaning towels, introducing quality massage products such as lotion, balm, nail solution, nailing devices and so on.

6.3.9 Institutes training the Thai traditional massage, and guest speakers from community hospitals should provide speakers for rotating training related to standard knowledge of massage in order to upgrade massage knowledge consistently.

6.4 Recommendation for further research

6.4.1 Design standardized criteria of occupation worth informal sector because it has different foundation of knowledge with formal sector.

6.4.2 The study on Core Competency to promote the Thai traditional massagers at tourist seaside resorts to increase more productivity and to produce value added and other additional services from the Thai traditional massage

6.4.3 Approaches of developing career path of the Thai traditional massage to be internationally accepted

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APPENDIX A

"COMPETENCY DEVELOPMENT APPROACHES ADDRESSING WORKERS IN THE INFORMAL SECTOR : A CASE STUDY OF THE THAI TRADITIONAL MASSAGERS AT TOURIST SEASIDE RESORTS"

TOURISM CONTEXT

1. Tourism context in Muang Pattaya , Koh Samed and Pathong Beach

1.1. Tourism context in Muang Pattaya

The Chonburi Province is briefly called “Muang Chon” located 80-1 kilometers from Bangkok by the route of Bangna-Trad. It is traced back since Ayudhya and previously homed small towns of Muang Bangsaai, Muang Bang Plasoi, Muang Bang Phra. Later, King Rama V joined all these small towns into Chonburi Provinces as it is as present.

Chonburi engulfs 4,363 sq.km. located on the eastern beach of the Thai Gulf. It west adjoins the sea and distance from north to south is 156 kilometers homed beautiful beaches worth tripping and retreats. It is the long renowned tourist hubs sleeping the mountain ranges stretching almost to the center of the province from the northeastern to the southeastern. Its northern parts are rich for agriculture with paddy fields, and plantations of sugarcane, and coconuts while the eastern parts are unleveled areas turned into the opened areas for planting tapioca, and sugarcane. At present, it turned into rubber trees plantations. All are the economic crops drained in revenue for the province.

Chonburi divides its administration in to 10 districts, and 1 branch district, i.e. districts of Muang Chonburi, Nong Yai, Panas Nikhom, Ban Bueng, Phan Thong, Bor Thong, Sriracha, Banglamoong, Sattahip, Koh Si Chang, and branch district of Koh Jan. It north adjoins Chachoengsao Province and Samutprakhan Province, while its south adjoins Rayong Province, its east adjoins Chanthaburi Province and its west adjoins the Thai Gulf.

Muang Pattaya is one of the most renowned beach of Thailand homing international tourist sites of both land and sea located on the eastern side of the Thai Gulf. Its 3 kilometer-curved beach crawling the shady road along. The northern beach is likely serene where tourists while their time or enjoy sea-sports. The central beach till its end is beefed with business centers, and countless entertainment complexes.

The Na Jomtein Beach is located in the southern part with 4 kilometers from Muang Pattaya. It homes a 6-kilometers long beach with shady road crawling along. It is calm location where tourists enjoy swimming, wind surf, scooter driving, and other sea sports. Along the beach are rows of food houses and shops to serve tourists visiting Wong Phra Jan (Moon Ring) Beach, a kilometer Long Beach located on the northern part.

In addition, Pattaya homes many tourist sites for day and night visits such as the Elephant Village, the Mini Siam, the Million Year Stone Park, the Pattaya Crocodile Farm, the Bottle Museum, the Ripley 's Museum, the Bhira 's International Circuit for Car Race, the Cabaret Shows, bar beers parks, and the Marine Aquarium.

The genesis of Muang Pattaya was dated back on June 29, 1959 when 4-5 big American trucks transported around 100 GIs a truck from Nakhonratchasima where the US Air Base was located to visit Pattaya and permanently rent resorts of Phraya Soonthorn. These resorts were located in the south Pattaya. They were rotated a week off. Such events gave birth to the tourism of Pattaya. Later Pattaya redressed itself from a serene beach to be the modern resorts as witnessed at present.

Tourists visiting Pattaya have two intentions, i.e. either nightlife or sound retreat. Capacity to welcome tourist is by 253 five-star hotels lodged with 25,444 rooms and ability to receive 2,733,513 visitors flowing in revenue to the country during 2001 at about 39,953.76 million Baht and 42,392.44 million Baht in 2002.

1.2 Koh Samed, Amphoe Muang, Rayong Province

Rayong was found in the historical records since 1570 during the reign of King Dhamma Raja of Adyudhya. It assumed to be constructed in 957 during the Khmer Era over shadowed the Suwannabhum (Golden) Land. Evidences are found with remnants of laterite, and ditches left at Ban Khai, which are the Khmer architectures. History of Rayong has been recorded that during the second time

Ayudhya was under siege by the Burmese in the period of King Ekkhatat in 1766. Phraya Wachiraprakhan or Phraya Tak with his 500-armed men broke through the encirclement of the Burmese, headed east and camped his men at Rayong before marched forward to Muang Chanthaburi to overtake it as his stronghold planing to liberate Ayudhya in 1768.

Its north adjoins Amphoe Nong Yai, Bor Thong, Sriracha, Chonburi Province.

Its south adjoins the Thai Gulf with a 100 kilometer long beach.

Its east adjoins Amphoe Tha Mai , Chanthaburi Province.

Its west adjoins Amphoe Sattahip, Bang La Moon, Chonburi Province.

Administration – Rayong is located on the eastern beach of Thailand accommodating a 100-kilometer-long beach engulfing 3,552 sq.km. or 2,220,000 rai a hub of seafood and countless species of fruits and an industrial city. It locates projects developing the Eastern Seaboard indispensable for the national economic development and a major beach for tourist destination. Its administration is divided into 6 Amphoes 2 branch districts of Muang Rayong, Klaeng, Ban Khai , Pluak Daeng , Bang Chang, Wang Jan, Branch Dist. of Khao Cha Mow and Branch Dist. of Nikhom Pattana.

Koh Samed has been declared the National Park in October 1, 1981 on area of 81,875 rai covering the land, sea and islands with attractive sites such as Mae Ram Phueng beach, Laem Ya hill and islet of Samed engulfing Koh Samed, Koh Jan, Koh San Chalam, Koh Hin Khao, Koh Kang Kow, Koh Kudee, Koh Kruay, Koh Plateen, and the National Park of Khao Laem Ya. There a 3 routes to study nature, i.e. Koh Samed, Koh Kudee, and Khao Laem Ya. Along the routes wind countless species of plants such as wild lime, solanum nelogena vartex, golden bowl, red cajuput tree and wild beast like masked palm civets, Javan mongooses, crab-eating macaques, Prevost's squirrels, barn swallows, and owls. Also there are 3 routes for sightseeing.

It is believed that the Wonder Island in the Literature of Phra Aphai Mani written by Soonthorn Phu is a renowned tourist destination of Rayong. It is popular among both Thais and foreigners. Located in Sub-district of Phae, Amphoe Muang Rayong and 6.5 kilometer afar from the Ban Phae beach engulfing 3,125 rai with a triangular shaped island. The base of the island is on the north, so it over looks the Ban Phae beach with the 3 snakelike ranges of the mountains. Plains are mostly

around the beach located on the north and the east. The reason that this island is called “Koh Samed” because it homes Milk wood and Red wood which villagers collected them to be used as torch. On the Samed there are no canals. 80% of the areas are mountains and mixed forest. Rainy season starts in May till September with raged sea and heavy showers arrive during August.

There is only one road in Koh Samed constructed both in concrete and mud. There are pick-up buses transporting visitors along the beach with 10-50 Baht fees depended on distance. A package pay is 800 Baht for the trip around the island.

Most beaches are located at the east of the island and each one faces small bay with 200 meters wide respectively from north to south as follows Saai Kaew beach, Hin Krong beach, Klong Phai beach, Phu Sa beach, Phut Sa beach, Nuan beach, Chor beach, Koh beach, Tein beach, Whai beach, Kiw Na Nok beach, and Karang beach. The west homes just only a beach at Prow Bay. From Saai Kaew beach to Wong Duan, one can travel to other beaches by the pick-up bus or by walking.

Koh Kruay, Koh Kham, and Koh Plateen are located at the north of Koh Kudee with the distance of 600 meters and so beautiful with coral reef and for fishing by hiring boat from Tha Phae ferry to the east for 6 kilometers. It covers about 69 rai with rich jungle; the west is blocked with steep cliff while the east and the south lay white sand beach. At Koh Talu, it homes countless seagulls, and island flying fox with some kinds of turtles. In addition, there are rich coral reefs around the island and the destination for diving.

Koh Samed is 6.5 kilometers far from Tha Phae beach and spent 40 minutes by boat. It homes beautiful bays and beaches such as Saai Kaew beach, Wong Duan bay, Prow bay, Phai by, Phut Sa bay, and Tabtim bay. There are 40 resorts for over night stay with 400-500 Baht a night. Visitors love camping along the each, swimming, and dive to see the shallow coral with sea flowers along the reef around the island. Visiting Koh Samed is possible year round.

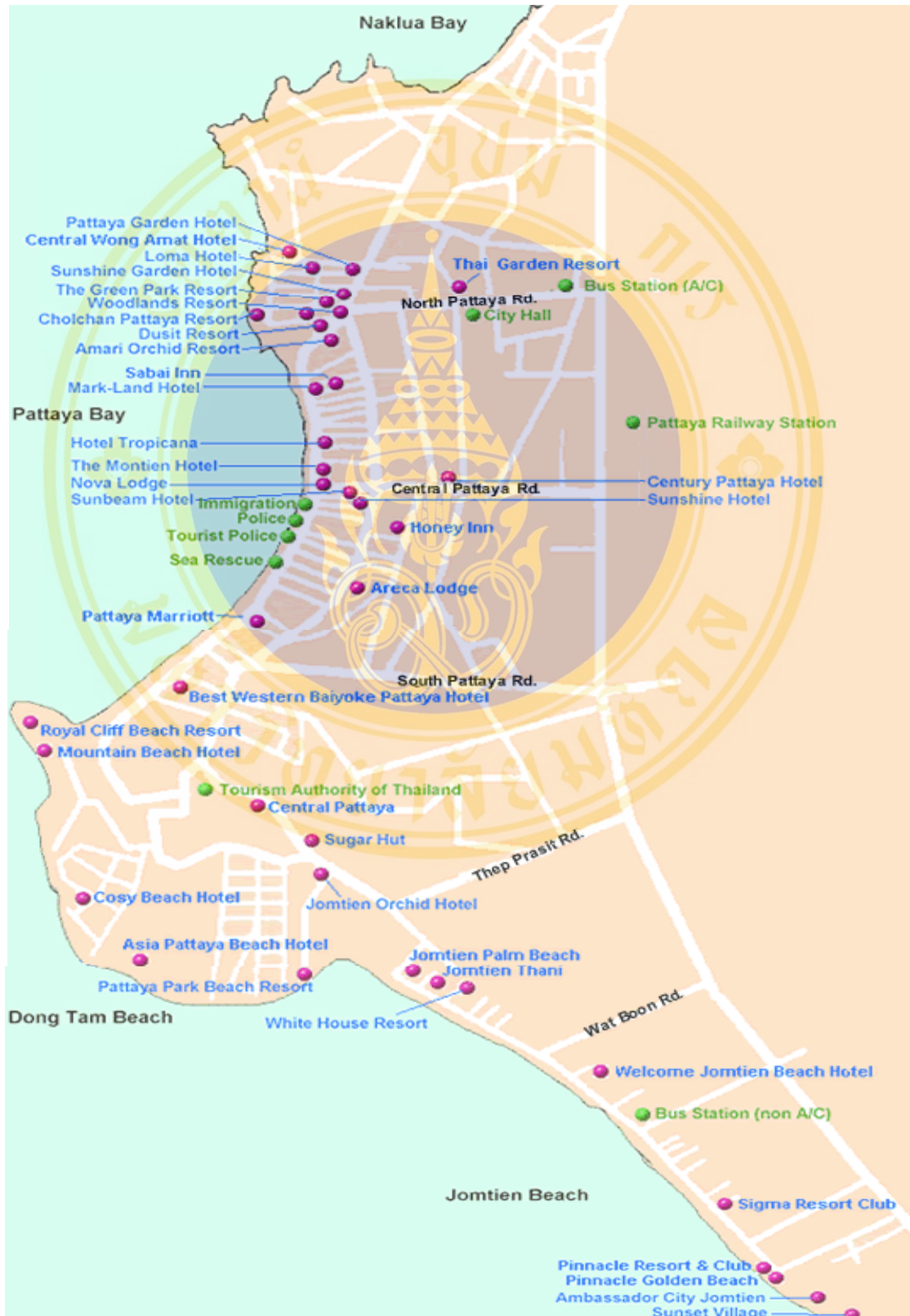
Beauty attracts visitors is sunlight, clear water, white soft sand, and serene of the nature. Besides retreats on the beach, swimming, and diving to see the coral, there is a trek to visit the nature of the Khao Laem Ya stretching 1.4 kilometers with an hour walk.

Visitors prefer to visit Koh Samed during November till February and most are Europeans such as the British, the French, the Australians, the Swiss, and the Germans. During March till October flock visitors from Thailand China, Singapore, Malaysia and Taiwan.



แผนที่ หาดจอมเทียน พัทยา

<http://www.thai-hotels-inks.com/pattaya/map.php>



แผนที่ เกาะเสม็ด จ.ระยอง

http://www.thai-tour.com/thai-tour/East/Rayong/data/place/map_samed.htm



Table Summary of information comparing Thai traditional massagers at the seaside resorts of Koh Samed Rayong Province, the Pathong Beach, Phuket Province and Na Jomtein Beach , Pattaya, Chonburi Province

Sites	General nature of the Thai traditional massagers at the seaside
<p>1. Interview 34 cases at seashores of Saai Kaew , Wong Duan , at Koh Samed, Amphoe Muang , Rayong Province</p>	<p>1. General information</p> <ul style="list-style-type: none"> - 147 massagers 1 male, and 146 female with 21-45 years old by average. Most were married. 20 persons finished primary education, 14 persons finished secondary education. 22 are from northeast the rest were from either north, south and the central respectively. Their previous occupations were labor, farmer, and orchard farmer. Duration of career was 1-9 years and the longest one was 20 years. <p>2. Skill development of the Thai traditional massage</p> <ul style="list-style-type: none"> - Massage: a health massage without vocational certificate, and moderate applicability of the basic Thai traditional Massage (TTM); Aim of entry is to keep as main occupation and drive is a better earning than the previous occupation - most TTM-transferred are from the elder relative - duration of training is 1 month and second is 1 week - self-trained skill by 50% and 32% seeking advice from the experts <p>3. Income</p> <ul style="list-style-type: none"> - 90% keep earning and 10% donated to the club - average income during November-February <ul style="list-style-type: none"> 24% earn 200 – 400 Baht/day 53%earn 500 – 700 Baht/day 23% earn 800 – 1,000 Baht/day - average income during March -October <ul style="list-style-type: none"> 89% earn 100-300 Baht/day 11%earn 400-600 Baht/day

Table Summary of information comparing Thai traditional massagers at the seaside resorts of Koh Samed Rayong Province, the Pathong Beach, Phuket Province and Na Jomtein Beach , Pattaya, Chonburi Province (cont.)

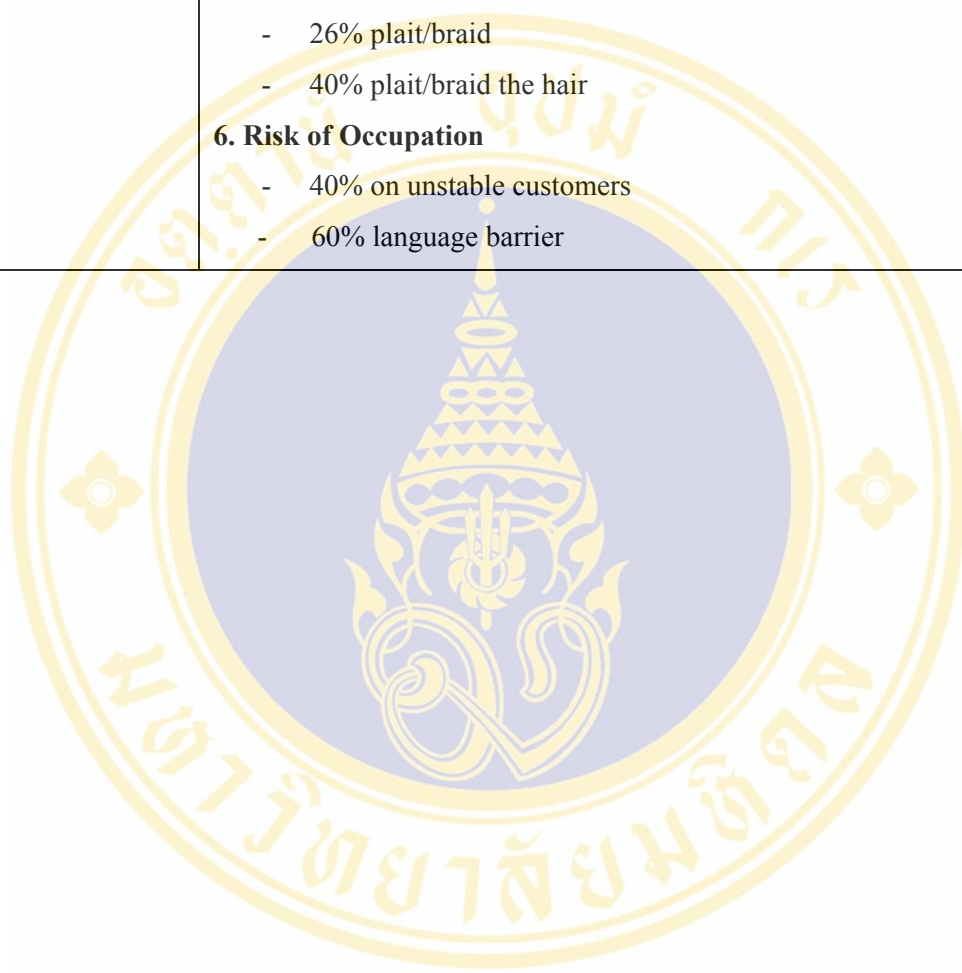
Sites	General nature of the Thai traditional massagers at the seaside
	<p>4. Skills of occupation to serve foreign customers and deserved for improvements</p> <ul style="list-style-type: none"> - 62% to improve TTM theories - 18% to create new service to attract customers - 9% to improve language skills for career - 11% for others <p>5. Additional services satisfying foreign visitors most</p> <ul style="list-style-type: none"> - 62% on reflexology - 26% on beautifying nails - 8% plait/braid the hair <p>6. Risk of occupation</p> <ul style="list-style-type: none"> - 80% on unstable customers - 6% on unskilled massage - 3% language barrier

Seaside of Pa Thong Beach, Amphoe Kra Too, Phuket Province

Sites	General nature of the Thai traditional massagers at the seaside resorts
1. Interview 20 cases at seaside of Pa Thong, Amphoe Kra Too, Phuket Province	<p>1. General information</p> <ul style="list-style-type: none"> - 337 massagers <p>no Male, and 337 female with 26-50 years old by average. Most were married. 17 persons finished primary education, 2 persons finished diploma of education and 1 with no education. 10 are from northeast the rest were from either north, south and the central respectively. Their previous occupations were labor, farmer, and orchard farmer. Duration of career was 1-20 years and the longest one was 25 years.</p> <p>2. Skill development of the Thai traditional massage</p> <ul style="list-style-type: none"> - Massage: a health massage without vocational certificate, and moderate applicability of the basic Thai traditional Massage (TTM); Aim of entry is to keep as main occupation and drive is a better earning than the previous occupation - most TTM-transferred are from the elder relative - duration of training is 1 month and second is 1-2 weeks - self-trained skill by 90% and 10% seeking advice from the experts <p>3. Income</p> <ul style="list-style-type: none"> - 90% keep 100% earning and 5% earn rate of 60:40% - average income during November-February <ul style="list-style-type: none"> 25% earn 200 – 400 Baht/day 50%earn 500 – 700 Baht/day 25% earn 800 – 1,000 Baht/day - average income during March -October <ul style="list-style-type: none"> 85% earn 100-300 Baht/day 15%earn 400-600 Baht/day <p>4. Skills of occupation to serve foreign customers and deserved for improvements</p> <ul style="list-style-type: none"> - 30% to improve cleanliness and satisfaction building - 20% to create new service to attract customers - 45% to improve language skills for career - 5% for others

Seaside of Pa Thong Beach, Amphoe Kra Too, Phuket Province (cont.)

Sites	General nature of the Thai traditional massagers at the seaside resorts
	<p data-bbox="528 432 1225 465">5. Additional Services Satisfying Foreign Visitors Most</p> <ul style="list-style-type: none"> <li data-bbox="579 486 863 519">- 60% on reflexology <li data-bbox="579 533 815 566">- 26% plait/braid <li data-bbox="579 580 911 613">- 40% plait/braid the hair <p data-bbox="528 633 804 667">6. Risk of Occupation</p> <ul style="list-style-type: none"> <li data-bbox="579 687 954 721">- 40% on unstable customers <li data-bbox="579 734 887 768">- 60% language barrier



Seaside of Na Jomtein beach, Pattaya, Amphoe Banglamooong, Chonburi Province

Sites	General nature of the Thai traditional massagers at the seaside resorts
<p>1. Interview 37 cases at seaside of Na Jomtein beach, Muang Pattaya, Amphoe Banglamooong, Chonburi Province</p>	<p>1. General information</p> <ul style="list-style-type: none"> - 336 massagers <p>64 male and 302 female with 31-55 years old by average. Most were married. 31 persons finished primary education, 6 finished secondary educations, 4 persons finished diploma – bachelor degree of education. 10 are from northeast, 13 are local and the rest were from either north, south and the central respectively. Their previous occupations were labor, farmer, and orchard farmer. Duration of career was 4-15 years and the longest one was 25 years.</p> <p>2. Skill development of the Thai traditional massage</p> <ul style="list-style-type: none"> - Massage: a health massage without vocational certificate, and moderate applicability of the basic Thai traditional massage (TTM); Aim of entry is to keep as main occupation and drive is a better earning than the previous occupation - most TTM-transferred are from the elder relative - duration of training is 1 month and second is 1 week - self-trained skill by 54%, 30% seeking advice from the experts and 10% from self-experience <p>3. Income</p> <ul style="list-style-type: none"> - 90% keep earning and 10% donated to the club - average income during November-February <ul style="list-style-type: none"> 49% earn 200 – 400 Baht/day 32%earn 500 – 700 Baht/day 19% earn 800 – 1,000 Baht/day - average income during March -October <ul style="list-style-type: none"> 81% earn 100-300 baht/day 19%earn 400-600 baht/day

Seaside of Na Jomtein beach, Pattaya, Amphoe Banglamoong, Chonburi Province

Sites	General nature of the Thai traditional massagers at the seaside resorts
	<p>4. Skills of occupation to serve foreign customers and deserved for improvements</p> <ul style="list-style-type: none"> - 62% to improve cleanliness and satisfaction building - 18% to create new service to attract customers - 9% to improve language skills for career - 11% for others <p>5. Additional services satisfying foreign visitors most</p> <ul style="list-style-type: none"> - 62% on reflexology - 26% on beautifying nails - 8% plait/braid the hair <p>6. Risk of occupation</p> <ul style="list-style-type: none"> - 74% on unstable customers - 8% on unskilled massage - 3% language barrier

1. The successful PF2 interviews for Thai traditional massage (TTM) at seashores

1.1. Na Jomtein beach, Chonburi Province 13 interviewees

1.2. Koh Samed, Rayong Province 8 interviewees

2. The successful ST1 interviews for foreign visitors

2.1. Na Jomtein beach, Chonburi Province 17 interviewees, i.e. Germans, Canadians, Americans, Holland, Norwegians, Austrians, Australians, and Russians

2.2. Koh Samed, Rayong Province 17 interviewees, i.e. Germans, British, Canadians, Portuguese, Swedish, Finnish, Australians, and Russians

3. The ST2 interviews

3.1. The Mayor of Muang Pattaya

3.2. 3 Deputy permanent secretary of Muang Pattaya

4. The ST3 interviews applied to

4.1. 1 Director of health and environment of Muang Pattaya

4.2. 1 Sanitation scientist of Muang Pattaya

4.3. 1 Chief of Municipality Affairs

5. The ST4 interviews applied to
 - 5.1 10 Tourist entrepreneurs
 - 5.2 1 shop owner
 - 5.3 1 canvas bed business owner

Obligations of the massage club of Koh Samed

1. Man-to-man asking
2. No disturbance on customer during rest time
3. Never be the third person of the customers
4. No disturbance during customer's meal time
5. No entry restricted areas to meet customer
6. No quarrel on sale (no impolite wording)
7. No extra charges that rate fixed by the club
 - 200 baht/ an hour and 100 baht / half an hour for massage
 - 200 baht /set of nail beatification
 - 200 baht / a hair plait or 10-5 baht / a strip
 - Not more than 100 baht for a set of facial vitamin massage
8. No misappropriation (theft) of the customer's belong; No. 8 is the serious accusation and an offender upon examination, will be expelled without any argument
9. Attend every meeting on every fourth day of the month at 9.00 hours at the Office of Saai Kaew National Park
 - Violation of No1-9 will be offending without any argument

(Signature) Mr. Tossaphol Bamroongthed (name assumed)
Chairperson

Name list of experts for interview format

1. Assoc. Prof.Dr. Dusadee Yoelao
Institute of Behavioral Research
Srinakharintharawiroth Prasanmitr University
2. Asst. Prof.Dr.Methawut Peerapornvitoon
Master Program for Executive, School of Public Management
Faculty of Public Administration, Thammasat University
3. Dr.Pramote Stienrut, MD.
Director of Institute of Thai Traditional Medicine,
Department for Development of Thai Traditional and
Alternative Medicine,
Ministry of Public Health
4. Dr.Anchalee Chuthaputti
Institute of Thai Medicine, Ministry of Public Health
5. Wing Commander Dr.Juckrapong Paiboon, MD.
Bhumipol Hospital

APPENDIX B

Example of a qualitative interviews The successful Thai traditional massagers at tourist seaside resorts

Khun Ong-aj Sakda (name assumed)

- Q: How long have you been in this career?
- A: For 4-5 years, and if misbehaving , they will change but working with them for 4-5 years, they count trustful since we fully dedicate both in massaging and instrumental applications.
- Q: What tools do you have?
- A: This yellow oilment is from Trad Province believing to be best stronger than brought from Doctor Lek since the instructor also uses it.
- Q: What else, nail set?
- A: I only massage, these are my tools for living.
- Q: They should earn you hundred thousand !!.. and is this a lotion?
- A: This is a skin lotion for moisturizing and rich with Vitamin E and this is the oil for massage.
- Q: What is its brand”
- A: There is only one brand; refreshed cloths, and cloth to wipe the feet.
- Q: Is this the spot pressing device?
- A: It is a wood for reflexology.
- Q: Where are you trained?
- A: From a guru, Wat Bhoddi.
- Q: What is this called?
- A: A wood for pressing the soul and this is the nerves’ chart to show the customer.
- Q: Dead pain???
- A: Not at all...I bet, if I badly massage, don’t pay. Say, when they get massage in the shop, they fear because they never notice what kind of flesh of the quest, soft or tight. They press till customers fear. I hear countlessly, they are dead fear. So, I say if I badly massage, don’t pay. We moderately observe. we massage for health not to hurt.

Q: Do you have certificate?

A: No, previously I never took attention because I work as bodyguard in a Discotheque. Often, they deducted my payment and over workforces. When we were strict they repulsed, or beat us, or pressed and finally I had to quit.

Q: How many hours have you learned in Wat Bhoddi?

A: It took months, foot massage, Thai traditional massage and 3 massages took about a month and had to work with them for 8 months. They paid us like a staff. This year we work in the Pattaya Center but the hotel has been sold out, so we are unemployed.

Q: Who persuaded you here?

A: I happened to meet a friend accidentally, he massaged, and attend nail set. So, he invited me to visit his home and massaged him. He feasted me and wanted to see how skillful I am.

Q: No municipal police to check the licensee or any fine?

A: Yes, recently but after the Municipality Chief is changing, they are occupied with election.. so not yet.

Q: Anything to tell, I shall take other interviews?

A: Previously , there were over six hundred numbers. Some of those with cloth numbers wen abroad, some married with foreigners, some are aged and weak to work and quit. Now, after checking there are about 300. They do not admit new ones yet to increase. What do they want? or reducing to half is few. At the moment, they do not arrest, they said after New Year or after election> But hey told to dress well.

Q: And how old a re you now?

A: 41

Q: Marital status?

A: 2 wives with 4 children. With the first wife ,we have a son and divorced and with the second one, we have 3 children.

Q: Does income survive tour children?

A: Income!!!, we earn during the summer to save for the rainy season. It is motionless and cannot work regardless massagers, and vendors, all do the same.

Q: What is your education?

A: Prathom 2

Q: Where is your birthplace?

A: Srisaket Province

Q: At present, you must have house registration here ?

A: No, renting

Q: How many years have you worked here?

A: 4 years

Q: Normally, you massage for seven days beginning from noon till five in the evening?

A: If there is quest, I will otherwise I return home.

Q: During November-February, how much do you earn?

A: About 4-5 customer, I get 800-1,000 baht.

Q: How much during March-October?

A: A week, some paid 250 baht or 300 baht or 1,000 baht but actual rate is 220 baht, we pay for the place so we get 200 and how much they pay us depended.

Q: Nationality of most customers..?

A: Italian, during peak season.

Q: What attract customer to K. Ong-aj?

A: Our efforts, our expertise with full formula, we serve what is best.

Q: Is it relevant, you have more tools?

A: Part yes, I have many things; foot massage with different techniques, and refreshed cloths and only me, who has it in the entire beach. Others do not have, it is 10 baht per piece, and they don' want to invest. Best is using olive oil for massage but it is sticky. For me it is form herbs. I use in gallon and it is only 120 baht . This is cucumber lotion for moisturizing and 3 canisters for 100 baht. Each one contains half a kilograms bought from the cosmetic wholesaler.

Q: No balm?

A: Customers don't like. Form experience, when I have haircut, the barber also massage, I memorize what is good ones. I have many experiences.

Sometimes, a customer asks for massage after drive-lag. With cold cloths , he is refreshed and can forward this trip..

Q: Customer is attracted because of tools, massage all, remarkable massaging, refreshed cloth and distinct from others?

A: Full hour never cheat. Normally only 40-50 minutes but for me more than 50 minutes. 60 to 70 minutes we have to hurriedly earn but faithful to our customers.

A: Dressing?.... we need jackets and the white one but now we leave it but daily changing. If it is summer, we use T-shirt, it is too warm and sweating through face and noses. We must observe the weather.

Q: What's about your stink, what is your precaution? And how do customers observe? How do you keep yourself clean?

A: Normal bathing and use order spraying, gels and fresh before going to work.

Q: How do you attract customers?

A: Attracting customers,!! For me I am not good in English. So I greet them and show the poster and say, "Do you want massage, put massage". If they say OK, I start my job.

Q: Is there any competing on customers?

A: No, never, we have our area depending on the customer. Some are massaged 3-4 massagers

Q: Is it 4-5 massagers at the same time?

A: Meaning, the one who likes massage and big person, he will seek the best, the specific massager, and specific bed. 3-4 massagers, even no one, he will massage and if there are customer he also will do.

Q: Using 3 massagers?

A: It is difficult to find since I have many customers from here till the hospital.

Q: Comparing with Joe, he has no refreshed cloths??

A: Joe? Frankly and by experience, he is coquettish.. He gets along well with customers. He serves what the customer wants but I follow my theories. It is difficult to say some likes it that way.

Q: Yes!!! Going with customers???

- A: He is gay and like what he is only some here 30 minutes they go out together.
- Q: Success depends on clean tools?
- A: Yes, and all are well equipped.
- Q: Yes...no nail sets for man because make customers dislike it?
- A: It is the female jobs we neither have nor need to compete them. We ask them and he wants it, He is a gay, he like touching here and there and asks me whether I have nail set. I tell him directly "no" but he has girl friend who does call. The 60 years old man, he may like the young only 14-15 holding his hand and kisses his cheeks. He might have loved such thing. Ah old guys..
- Q: Most depend on technique, and which one the customer loves most? Body massage?
- A: Hair massage but most foot massage since the beginning.
- Q: Foot massage ?? and what about the recent one? Lotion or oilment?
- A: Thai traditional massage with oilment and vice versa.
- Q: Just now I saw lotioning the chest?
- A: That is moisturizing the skin and when massaging, it will not hurt and slippery
- Q: What is the first step? massage?
- A: A Thai traditional massage or integrated massages.
- Q: Bending hands and legs?
- A: Yes, since oilment is not used.
- Q: From head to tails o from tail to head?
- A: Sometime the customer faces down but sometime lying at the back. It depends, we observe the stature.
- Q: From feet to head or from head to feet?
- A: Sometimes from the back to leg and lying on the back
- Q: Just now , I see ending at head!!!
- A: Yes, over the body then the head to end.
- Q: From down to top??
- A: Yes

- Q: Beginning from Thai traditional massage and then oilment?
- A: Oilment then lotion.
- Q: Do all have to do like this?
- A: No not all, depending on initiative but for me what is good I do it.
- Q: I mean, not all your customers are like this one?
- A: Yeas, I do like this to all.
- Q: Beginning from the body, then oilment to head and facial massage..???
- A: Yes wit lotion.
- Q: Facial massage only few minutes and clean it within 5 minutes??
- A: Yes, after that it was wiped out.
- Q: Within an hour period?
- A: Yes, look at his watch sometime exceeding 10 minutes to 70 minutes if regular customers.
- Q: What is customer best favorite? Good attending or skillful massage?
- A: My selling point is skillfulness at this age of 41.
- Q: Any thing more, like scraping the heal?
- A: No, it is the female job and they work far better than the male. They earn 1,000-2,000 baht a day because nail set is faster than the male. Only 20 minutes, and finished and get 200-300 baht.
- Q: When customer return to Europe, what is channel of contact? Calling them or they call?
- A: We know, they will visit every 3 months and alternatively.
- Q: So, you know this one will arrive in March?
- A: It's better now, many customers because for 4 years, we know each arrival and departure alternatively. Say, this one, he comes to massage everyday, so I leave him to massage with other or taking line.
- Q: Beside skills, do you have other selling point to attract customer, K. Ong-aj?
- A: What else!., it depends on the customer. Let's crazy or Let's kiss depending on situation.
- Q: Do they ask you for an off?
- A: Never, customers know who is who. If coquettish and overacted, we pat their

heads.

Q: Would you work this career long?

A: Never know,... uncertain.

Q: Is this career stable? And if you have children, you want them to work like this?

A: Quite good, 1,000 baht a day, where can one find it. Great! This is the best point. Where else can one find 1,000 baht a day?

Q: How do you arrive here?

A: Taking a lift or by driving here, sometime,

Q: How do then you return home?

A: By motorcycle only 30 baht a trip or 60 baht a day.

Q: How much then you save each month,...in peak season?

A: Over debt...

Q: What kind of debt? What things do you install?

A: Many things, motorcycle, house, water supplies, electricity and so on... It is leisure job and free. We work 4-5 hours a day and enough to survive

Q: Fostering 3-4 children is OK? How much you earn each month?...in peak season

A: 800-1,000 baht a day beginning from November till April and break...it's independent job.

Q: Do you pay tax?

A: Not yet because previously we have the Municipality Jacket and ended at 1,700 baht only.

Q: I've heard it is to be 5,000 baht?

A: This year? I don't know. Asking the Municipality, they still give no answer, not settled yet.

Q: For how much day do you wash your cloths?

A: I have 3 pieces and the dirty one will be changed.

Q: Why do they use cloth here but they use mat in Pathong beach or plastic sheets or 3 kinds?

A: They have many styles inside. They place it and put the mattress over it form morn till night.

Khun. Siriporn Ngod-ngarm (name assumed)

Q: When do you go to work?

A: After my household works or about 9.00 hrs. And return when I have no customer or about 5 p.m. or 8p.m.

Q: How is your income during high season and low season?

A: During high season, I leave for work at 9.00 hrs. and 5-6 hours work and mostly not less than 4 hours.

Q: So lots, is it then?

A: 200 baht an hour, so quite a lot a day.

Q: How is your income during low season, any additional income?

A: Some weeks, I find no foreign customers but being the local and stay here so long, I have regular customer or the “local”.

Q: Do you have tip when massaging the foreign customers?

A: Some tip 100 baht and only 1 hour. So I get 300 baht. But it is once in a while and I do not know their nationality since it depends on individual.

Q: I heard that The Russians do not like beach-massage, why?

A: It is unlikely but they do not love to because, they count that “lying on a beach and why it is costly?” Some tour guides inform, “no massage because the customers have paid and it must be massaged in the hotel.”

Q: At Samed Island, is there any tours from the mainland?

A: Yes, but not everyday and not all take massage or just 10%. Mostly I have customers when they stay at my mother’s bungalow for a week or two. I get customers along the bungalows. Sometimes, the customers just watch my massages and approach asking whether I have time for them and they line their queue.

Q: Is it the health massage or therapeutic massage?

A: It is a health massage for relax.

Q: Is there any certificate after training or aesculapian?

A: The batch trained in August did not get certificate yet because it is the low season. There are 2 training a year and last year the budget from the government was for 60 massagers. It is the first batch trained by the

government. Recently, only 3 days training conducted by the province and all got certificates. The certificate might have lost since none are found keeping. Training is not so serious like the Ministry of Health. The ministry was taking class for theories, fieldwork and written part. It took full 10 days. Every training the Samet Public Health Office handles everything.

Q: How much you charge per hour by now?

A: Previously, there was no fixed charges started from 50, or 80, or 100 baht

Q: When was the charges fixed?

A: When minister Jurin Laksanawisit reorganized Samet island but the massage charge, he asked the tourist police to call and fixed the price at 200 baht an hour as you see now. And still there is no raise of price since. The authority issue licenses year by years and fix clear price for service.

Q: As far as you work, do you think the massagers having more customers will be successful in career?

A: How can I answer!! Like me, I do not know who will massage with me. I just know today that I have an appointment at 9 o'clock in front of the Saaikaew Villas, at mom's home who will be the first one and the following customer are those who watch me massaging and some are eating and waiting in queue by themselves. Yesterday, I had to massage the entire day. The customer visited me ask about me. Here there are many massagers but I don't know why they select me.

Q: Is the customer admire your skillfulness.....?

A: Techniques are differed. Another thing is don't cheat their time, the foreigners know. So. for me, 1. Not cheating time, 2. Easy postures. So they notice and after their experience, they admire it.

Q: If we use income as indicator, could it show that we are successful?

A: Income as indicators is impossible since it is uncertain. Some days even during high season, we gain nothing.

Q: Even we are in this career so long, and can it not be possible to tell whether we are successful? Or can long stay with long experience and gathering skillfulness?

- A: If experience, yes...like me I will adhere to this career.
- Q: Does outlook affect success of this career?
- A: Sure, cleanness, tools, clothing all should be proper and expeditious.
- Q: Some say that outlook affects most in working. It allows us opportunity to go abroad and marry with foreigner. Is this true?
- A: Some says, foreigner loves the darker skin, it is not true. Like me I have fair one, many foreigners ask me marry them but I reject and tell them that I have my husband and married. When they hears like this, they never ask again and change topic of conversation.
- Q: Some are seen with unclean dresses?
- A: It depends on each brain. Some say well dress the foreigners count they are wealthy enough and never have massage. But they are wrong. Dressing is important emphasizing cleanness. It is not relevant with marrying with foreigner. All sheets, pillow, and nail set cloth.....if one does not love one's career, it is similar to pave way for other one, there are disguised persons.
- Q: With devices, do the customers look to them since in the toolbox whether they are clean. Is this important to success.?
- A: Massage is out of question but nail set, they check whether there is alcohol, disinfectant and oilment from Dr. Korn is mild.
- Q: Is Samet massage different from other places?
- A: WE have no fixed formula. Most come from experience, techniques, skills and forces used in each massage. The fingers are used to press the cord and points in some stage. Some may use wood. Foreigners do not like, sometime, they cannot walk for 3 days. Such ting is used for therapy in the beachfront. For use we massage for relax
- Q: So, what does success of a massager rely on?
- A: It should be 3 S : Saving, Stamina and Self-control
- Q: Do customers like it if we invite conversation?
- A: No., for them they want rests and hate talking. (I recline, I close my eyes.. you must be silent). But if they open conversation, we join but we must observe well.

Q: Well attending is certainly vital?

A: Certainly, we have to attend them well.

Q: Any fresh water services?

A: Never, I see them do it for me which might come from my good service. After finishing the massage, immediately they say, "Do you want some drink?" what we want they will find for us. Like yesterday, they have not time for order drinks but tip me well.

Q: Any obscenely impolite customer or lustful one?

A: Such type is found after we say few words, they will show themselves.

Q: Do they express by holding hands or what?

A: Not at all, say, sometimes seeing them sitting and when we ask

: Hello, do you want massage?

: Yes! How much? One hour in my room?

If it is like this, we end question and leave.

Q: Any contact with customers?

A: Certainly, I have regular customers for 10 years and we do contact. That is one success we can touch and not concern with others. I dare say that customers get my massage and regular ones, they select me and introduce others. Just then one arrives here and pay 4,000 baht for 20 hours in advance. Actually I fear to accept. She said, if I did not accept it, next time don't go to massage her. My queue is full and yesterday, I did not massage her.

Q: What is the favorite type for foreigner?

A: Before massaging they will ask each type: the Thai tradition is 200 baht, oilment is 200 baht and most prefer oilment. So we lotion the aroma first because it is oily and with mild smell. The strong oilment is for those who are in the shade. The coconut oil is to prevent sea midge. The yellow oil of Somthawil is used to massage the head and the neck. Customers like it and order it and we order from the shop for them.

Q: What are your devices?

A: I have aroma lotion, which is oily, oilment, and pressing stick if some ask for and popular among the Thais and the Chinese but foreigners dislike. Then

there are sheets, 2 pieces of nail set clothes

Q: Any additional massage favorite to foreigners?

A: The nail set, and scrapping the heels but dislike pigsty netting and cannot do it. Netting pigsty, the Germans dislike except the Swedish, they are leading.

Q: How do you attract customers?

A: I approach them and ask with telling price. If they cannot speak English, I show them the license otherwise writing on the sand.

Q: Any Indians?

A: Certainly, they like strong massage, wood massage but they may not like my style and I have only few Indians as regular customers. My leading customers are the Germans, Danish and Swedish.

Q: How do you spend your money?

A: 300 baht a day, which is the most economizing in this island.

Lamoon Ketphan (name assumed)

Q: Which province you are residing?

A: Here is my local.

Q: Education?

A: Prathom 4

Q: Does this career require education?

A: No

Q: How do you come to speak English?

A: Self-learning, memorizing, and it doesn't concern with education. It I alien to me on the first day but later hearing again, I can remember.

Q: How many years you work here?

A: 30 years

Q: How many quests come today?

A: 7-8 customers and earns over 2,000 Baht.

Q: How many days a week you work?

A: Everyday form 7.30-17.00/18.00 Hours.

Q: What's about your income during November-February?

A: During high season, I earn more than 2,000 baht a day or around 40,000 baht a month. Some months are more

Q: What's about during low season?

A: 500-600 baht a day and around 1,000 baht at weekends.

Q: What are your techniques to attract customers?

A: Smiles, and it attracts them

Q: Are they the old customer or the newcomers?

A: Some are old ones, some are new. They smile to me and I smile to them.

Q: Any tips offered?

A: Never, I charge some at 350 baht, some are 200 baht and not more. Here, we cannot break the rules. 350 they are willing to pay and never charge them. The regular one is charged at 200 baht. I have to do many things for them such as massage, nail set, scrapping heels and hair-do.

Q: If one request for all 4 type, how much do you charge?

A: Netting as pigsty with trim line is 1000 baht and a head pays almost 2000 baht.

Q: Do you often find such customers?

A: Sure, some when returning home tip me over 10,000 baht without any claims.

Q: It proves you are attractive?

A: I think because we are polite with them, broad smiles, never grumble, never rage or get angry. It might be our morality. So, guests admire it and OK.

Q: Any one dislikes or remarks you?

A: Some, we contradict, and he scolds me but I smile back. Many are found but not more than 3 days, they return greeting as before.

Q: Average customer a day?

A: 4-5 customers on high season and 1-2 customers during low season.

Q: Does the outlook of the massager help attract customers?

A: Some, and when we call for seat, we tell them that if they need massage they may call by name or by number on the chest. Having a number is the authentic massager.

Q: Before joining this career, what have you done?

A: Everything, factory, caddy and so on..

Q: What attracts you to this career?

A: My mother, then my brother and my mother. Then when customers arrive I try to massage near my mother and for 2-36 time then I do it myself.

Q: From where is your mother learning?

A: It is with her.

Q: What about nail set?

A: Observing the salon and copy them

Q: Hair-do?

A: Try with my nieces. I learn it just in a day. I have good memory and think that I can do it.

Q: Servicing the customers are they satisfied?

A: Certainly, we look in details, neat and cool.

Q: So, it proves that you learn all by yourself?

A: Self-learning and observing the nearby shop, nail set from self-educated and self-learning for hair-do from practicing with children.

Q: Such high income, do you think you are successful?

A: I save money well a low season I can save over 300,000 baht.

Q: Highest saving in the bank, you have?

A: 6-700,000 baht to buy a house, a truck, 3 motorcycles, full furnished home, and earn form a career. While my husband's income we separately saved and when he gives his share I save for his personal uses.

Q: You are a Muslim, is it against your religion?

A: Certainly.

Q: And your community gives no remarks?

A: At beginning we are not so strict and poor, even dead for clothing. Then when the foreigners visited and see massage, nail set and hair-do, I really want to do. At first the message charge is 50 baht and nil set is 20 baht. It is not much but in those days they are counted valuable.

Q: After 50 baht, how much you raise the price?

A: 50-150 baht is not highlighted but 200 baht the municipality comes in to control. But 50 baht, all are free and fix their own price.

Q: When did the City Administration gets involved?

A: Around 20 years back

Q: Besides your smile what else you can attract customers?

A: Morality, polite words and sometimes, endeavors to memorize wordings.

Q: You have contacted customer, do they visit for your massage every year?

A: Some, and some are over 70 years old.

Q: Do they tell what attract them in you?

A: Morality, courtesy and skills in massage.

Q: Working in massage career so long, do you think, you are successful?

A: Certainly, I don't think to move anywhere.

Q: Newcomers and old ones, whom do you think having more customers?

A: What I observe, quests pass and never return to the newcomers because of either strong or soft massage. The thumb massage pains customers but if palm-massage is too soft.

Q: Dressing?

A: Neat and clean

Q: Observing young girl massagers, they tightly dress?

A: The white suit like me disguise many type either hooking, i.e. massaging and off with the customers. They are countless. I emphasize cleanness because, when arriving at head massage and facial massage, customers have to lie their head on my lap and use my hands to palm the neck. So body smell counts otherwise next time they will not show up.

Q: During message, is there any molesting?

A: Never, these customers, they know who are what and we type we are. No embrace, kiss but if we kid them they will kid back.

Q: How do you handle your tools?

A: Nail sets are clean by the alcohol and dried clean.

Q: Any customers ask to see the devices?

A: Some, so we have to sterilize it before we work at the beach.

Q: How many sets you have?

A: 3

Q: Which set is often change?

A: The skin clip, nail cutter, side clips and before in uses, they we dipped in the alcohol and wiped dried and clean again. Later, all are boil at home.

Q: What is the most favorite service among customers?

A: Massage

Q: What kinds of massage?

A: Traditional massage...if it is the Thai traditional massage, it is a cord massage and it is painful. Customers do not like. The old traditional, it is the body –massage and it divided into many kinds, e.g. oil-massage, balming around. The Thai traditional massage is to press along the cord while the old type is massaging with palms.

Q: Seeing you use the Barleria Lupulina Lindl. Oil, is there any other herbs you test?

A: Sure, what is better, I will change. The customers do not know what is used. But mostly, they are herbal oil. The Barleria Lupulina Lindl. Oil is coolants and absorptive into skin and bone curing the pain and to treat those who are paralyzed and crippled.

Q: Which is the lading country taking massage most?

A: Every country but most are he Germans, Swiss, Finnish, Russians and Belgians.

Q: Any one from Asians?

A: Japanese, and Koreans but few because they like massage in an air-conditioned rooms for 700-1,000 baht an hour. But massager is paid only 100 baht.

Q: Any regular customers call to massage in the room of the hotel?

A: Certainly, but I fear to go. It makes bad image and I myself fear. If it is a foreigner, I will not go but if they are husband and wife, I will do. What I fear, I think it myself. Actually, there is not such thing because what the foreigner fears most is imprisonment.

Q: Most customers are in family or single?

A: Both and in-group of families.

Q: How long do they stay?

A: 3-5 weeks, some stay for 5 months especially during Christmas or our birthday, they tip me best. All staff get tips even dogs in the streets, they buy them food even 6,000 baht a week.

Q: After massage any contact with customers later?

A: Never, leaving is leaving...we meet after their return. I can not write letters and never ask for address only telephone numbers. If I do such things, there will be more troubles e.g. to their families. So I skip and I have my family.

Q: How to be successful in massage?

A: Self-learning first and seek ways to attract customers.

Q: Does attentiveness to customer count?

A: Sure, we need to take care them best, serve them what they want.

Q: What are deductions from a payment from a customer?

A: 10% or 5% for commission

Q: How long will you resume this career?

A: So long as I cannot do.

Q: You have stable saving, why you want to continue working/

A: Because my youngest child is just 10 years, he needs study. So, I save for him.

Q: You arrive here early, and who will attend the household works?

A: I do it alone, awake at 4, praying (salah) wiping the house and evening return to wash clothes.

Q: Can we observe who is skillful in massage?

A: Observe their techniques, endeavoring, and willingness all express. At the beach I was tested and gain 100 marks other get only 70-80marks.

Q: Where are you trained in massage?

A: Sattahip.

Q: How many times do you attend training?

A: More than 10 times. The first one is for observations of techniques. Day 2, trainees massage me. Day 3 I massage them. It takes only 3 days. The instructors comment that I am good at massaging, and determining. So we

can observe their skillfulness. We have the same training but different massaging.

Q: Anyone ask your confidential tricks?

A: Sure, but I decline. If they use in other place, I will but in this area, I won't because I have the number, being taxed and they do not pay tax but claim to massage.

Q: How can we observe an illegal massager?

A: No uniform or some wear white shirts without number

Q: If they mock the number, can we know it?

A: Certainly, it is repetitive number. Here we check all the time. Significantly, there is yellow license issued by the City Administration.

Q: How much do you spend each day?

A: 5% for commission, and we do not cook. 100 baht is for family meals, 40 baht for my child to school, smoking and drinking for my husband but he never interfere in this part. For me I never travel, no drinking and smoking.

Q: Is there any party among colleagues?

A: Certainly, they drink but I eat other thing.

Q: Are you proud with this career?

A: Sure even my husband asks me to take a break but I never wish to stay home doing nothing.

Q: Do you love this career?

A: Certainly, if I don't like, I should have done other things. Previously, I worked abroad for 3 years because of boring the massage. In the recruitment, my boss admired me because of my good memory. So he sent me to Saudi Arabia as janitor. Just 3 days, they move me to be the translator to vasodilatation. Later, I was moved to be a nurse for obstetrics because there are few doctors and nurses. I got honored and rewarded of a distinct staff. Actually, I can work in a hospital in Bangkok or in Banglamooong started with 5.000 baht a month even there I was paid 20,000 baht a month. So I returned to massage as before.

Q: When do you seriously concentrate on massage?

A: Around 25 years till now I am 47 years.

Q: What is the trend of this career?

A: Today, the City Administration is strict with rules, regulations and those who violate, they are subject to confiscation of the plate number.

Q: How do they know?

A: Here, there are battalions of Municipality Affairs Officials.



The Thai traditional massagers in common seaside resorts

Mrs. Mali Khokloi (name assumed)

Age	50 years
Status	Married
Education	Prathom 4
Place of residence	Banglamong District, Chonburi Province
Years working as a massager	10 years
Period of work	<ul style="list-style-type: none"> - every day (except sick) - 9.00- 16.00 (depending on customers if so returning home dark)
Average income	<ul style="list-style-type: none"> - high season: 700-800 baht per day - low season: little, and free some days - little tips
No. of customers for service	uncertain
Customers nationalities	Norwegian, Danish and Finnish

Q: Having few customers, does it indicate failure in the massage career?

A: Few or more customers cannot measure success or failure in the career because there are other things involved. For example, aged massagers find no customers since they do not like the aged ones. Or sometimes we approach for massage; they decline. In particular, the Italians prefer younger massagers.

Q: So, outlooks of the massages affect success of the career

A: Part is, say, foreigners prefer young face or girls whom we find countless today.

Q: Does dressing of the massagers affect success of the career?...say, attract more customers...Is there any relevancy?

A: Certainly not, because here we all have uniforms and number. Problems now are illegal massagers and young, most are youth.

Q: Them what characterizes the illegal massagers?

A: They have no numbers only in white shirt. At first there are limited few but now we don't know where do they come from especially around the corner (the police kiosk). There stay countless illegal massagers.

Q: Working in the massage career so long or short, does it affect success of the career? Can it be measured that new massagers might not yet be successful?

A: It depends on each perspective. Like me, someday, I have only 2-3 customers but I think it is a career without cost except vigor.

Q: During low-income period, what do you do?

A: Waiting, sometime staying at home till high season because during low season, the round trip fees are 80 baht a day. It is better no to come but he high season is better or wait and see. During high season, all come especially during December.

Q: In terms of income, which is rather uncertain, do low incomes identify failure of the career?

A: I think this way, 200 baht an hour and we have 2 customers we earn 400 baht a day by average. It counts better than other career. Comparing with food selling, we invest 300 baht and earn 300 baht means gaining nothing.

Q: Where did you learn massaging?

A: Training and trying for 36 hours with learning fees of 200 baht at Wat Luong Phor Ie, Sattahip District.

Q: Did you learn cord massage and know them all through out the body?

A: Most customers intend for relax, it is to relief tension. I have some knowledge on cords but it is different. Some customers do not like it. It makes them pain. Foreigners like relax accept the Thais.

Q: Then can you locate the cord? Say leg pain, how will you do?

A: Leg pain contains 2 cords, so we press and follow the cord.

Q: Where did you learn about the cord?

A: At Wat Luong Phor Ie, they taught us all and gave us a book of about 10

pages.

Q: Is it required knowing the cord and points for massage?

A: Certainly, if the customers say they get back pain, we will know where to press. Ignorance creates severe danger.

Q: Where did you learn about netting the pigsty?

A: No study but expertise, say I did not know where did the customer come from and I want income. So I observed netting at a salon and learn. Sometimes, customers asked whether we could then we could tell them we could.

Q: Knowledge of herbal medicine used in the massage and what they prefer; do you know what do they prefer?

A: I have to ask first do they prefer balming because some get infected and it cannot be neglected. Some get roseola. Herbs are necessary but customers massaged for relax and needed no compressing or using herb.

Q: Regarding equipment, devices and dresses, do you think, they affect success of the career?

A: They need cleaning every time and look clean. They gain customers' trust.

Q: What are techniques of cleaning?

A: Use clean sheet for customer to lie on, after finish nailing, they must be cleaned by alcohol because all these we have to use them.

Q: What's about the illegal massagers, do they have knowledge or are trained?

A: Some learn, some not but customers see they are young so they select them. Many cannot but young lady, it's OK to them.

Q: Does expertise attract customers or make us successful?

A: Not quite, if first time we do well, customers will become our regular ones.

Q: Do you have regular customers, and what are leading nationality?

A: Danish are the regular customers because they are attracted by the first impression. They will remember the number. When they return they will come for massage but we must ask them whether light or heavy massage.

Q: Does Inattentiveness or not taking care customers affect the success of the career?

A: It depends, some we leave then to sleep till the last course. If they want to talk

we will talk with them but not inviting them to talk. Let them start. They may ask the number, how long have we worked but most come to relax.

- Q: So, does inviting customer to talk or taking care affect the success of the career?
- A: Actually, it is after the massage and customers are seating. Then we ask about their country, their comments and when will they return?
- Q: This career requires language skills, if lacking will it affect the success of the career?
- A: Certainly, otherwise we don't know whether they want massage or not. We will not know when they will make appointment for massage. We need to know such as customers may say they don't want to day, they may come the following day. If we do not know it or understand it, we will not know any. So we heed to know some.
- Q: So, how many languages you can speak?
- A: Only English form memorizing and experiences.
- Q: Beside nailing, and netting pigsty, do you think to create another service to attract customers?
- A: None at all, customers needs only massage, nailing, changing nail colors or netting pigsty.
- Q: Does dishonesty in service fail the career?
- A: Certainly, but honesty is the best. But for me, I normally charge them and if they find others but higher charges, they will not massage.
- Q: How much do you charge them?
- A: 200 baht for massage, 200 baht for scrapping heels, 200 baht for nailing while netting pigsty is depended on its length.
- Q: Does having no human relations such as no smiles, no talking with customers, or not approaching them affect the success of the career?
- A: Say, if we do not approach them we will not get customers. We reach them first. If we sit like this the entire day, we earn nothing. We leave them sit for awhile then approach them whether they want to massage. Some say they need so moment. Such customers must be re-approached.

Q: Does unpunctuality affect the success of the career?

A: If 5 o'clock is the appointment and we do not show up, customers will not wait. Most are punctual. O'clock is 1 o'clock. If we do not arrive we will not have customers. Only the ones who really want will wait.

Q: Does perseverance affect the success of the career?

A: Certainly, some customers ask us to massage amid sunlight and it is too warm. So we must persevere beside this moment, there are countless massagers. Some days, we earn nothing and it is disheartening. What makes me here is I love this career. It does not stress me and it is counted relax in itself.

Q: And what's about being abused by customers?

A: No such thing, because I am too old and only those young massagers are.

Q: What is the style of massage favorable to foreigners?

A: Relax from lags but the Thais prefer therapeutic massage.

Q: How does a popular massager attract customers?

A customer responds: there is booking such as 3 customers arrive, the massagers will select one. Then each will host the customer. Say, a customer takes a week or a month visits, so 2-3 day the customer will take massage. This is called booking regular one, i.e. if one host the customer, the massager will regularly attend and when the customer arrives, she will be recognized.

Q: Is any telephone number given, for the next visit for the call of appointment?

A: Certainly not, here they recognize the number. Sometimes, the customers forget the number but the face. So, they return for massage.

Q: For the moment, are some of your devices adequate, such as knowledge, expertise or language?

A: Certainly not, I think I have enough but I would like to reserve the massage career for the local because illegal massagers are countless and suffer the local similar to the vendors. Now, they let free.

Q: After massage learning, do they leave us to be additionally trained?

A respondent: Certainly not and most skills are gained rather from experience and self-learning.

Q: A massager with few customers, what are the causes, could you analyze for me?

A: It depends on location, say, there are no customers at the location. So, we will have no customers. If we cross the location, other massager will blast back, like you cannot enter the corner (the police kiosk), the y will chase you back. Some beds have their own massagers and we cannot intrude. So we have to wait.

Q: So, location is counted to success then? And if it is allow free area, do you think it is good?

A: If so, I think the previous one is better, one spot-one massager and we seek customers ourselves with limited distance and never interfere others. This location is remarkable, we can seek customer from inner area. Where customers stay, flock massagers.

Q: As you know or see or are there any massagers quit the career to another one?

A: Never except during the low season for about 5-6 months and they return during high season. What they think is doing other job and earn 200 baht a day but with hardships. Here only an hour one earns 200 baht or at least to cover the food and transportation expenses.

Q: Among massage colleagues, do the exchange their knowledge?

A: We all learn the same thing, so we have similar characteristics. So all acquire their skills and follow what have been trained.

Q: Is it true, most customers select the young massagers?

A: Few yes, but some. Say, the old ones or the frequent visitors and well informed, they may not select.

Q: In your idea, what are reasons for those who ask for your massage?

A: They have experience once my massage. If we do well they will return otherwise only once.

Q: Do you wish the government office to participate or to give any help?

A: Normally, they help but we wish them to limit number of massagers. Like, previously we have only 400 massagers with numbers. But today, they disperse and compete. Or enforce annual tax or any thing that can reduce number of

massagers.

Q: Attracting customers, how would you greet them?

A: Hi! You want massage? And if he/she agrees we will.

Q: What's about price any agreement?

A: They may ask and it is 200 baht a course, so the customer agree with the price

Q: Having a spa or reflexology in a hair-do salon, does it reduce number of customers?

A: Certainly, when the customers from the hotel pass by they take a visit. but for me they sit for taking rest only that we will have customer. Another thing is, on the hill there is a massage shop, which reduce our guests.

Q: Any massage training at present?

A: Uncertain, previously there was around Wat Nong Yai but we never take the course there rather we go to Sattahip District.

Q: Why don't you find additional service to attract customers?

A: It depends on tourism; we have no idea except massage. If we are at home, we think about herbal sauna but here the location restricts us.

Q: Any reflexology taught in Wat Luong Phor Ie?

A: If massage learned, we learn the entire body. Some learn only reflexology.

Q: Any textbook?

A: Memory and test ...steps by steps and if we miss we fail.

Q: Do you have any certificate?

A: If you complete all courses, we earn a certificate from the Thai Medicine Club.

Q: What are the causes of having few customers?

A: It depends on number of customers. If there are more customers visiting we have more. Like during low season, no customer no earning. So, it depends on customers.

Q: In your idea, do you think to quit this career?

A: Yes, previously I have quit to sell noodles. It cost me 400 baht a day and I earned 400 baht. So why should I sweat over it. I did like this twice during the low season. Then I sold ready-made Thai food. I had to get up at 4 cooking. I profit

only 100 baht plus dish washing. Here, during low season at 10.00-11.00 hours and 200 baht is enough with no stress. If we are more diligent and ask more we gain more. But if we just sit here, we gain nothing because, customers are moving.



Apassara Wannakorn (name assumed)

Age	33 years
Status	Single
Education	Prathom 6
Place of residence	Muang District, Prachinburi Province
Present address	Banglamoong District, Chonburi Province
Years working as a massager	8 years
Period of work	<ul style="list-style-type: none"> - every day (except sick) - none specific, morning/noon/evening
Average income	<ul style="list-style-type: none"> - high season: 2-3 customers - low season: 1-2 customer - uncertain for daily average earning - some tips

Q: Are few customers counted career failure?

A: It is uncertain because it depends on circumstances. For example, someday, it rains and there are no customers. Number of customers counts and if there are more tourists and we are diligent we may have more customers. We may not have customers, if there are few tourists.

Q: Why do you select this career?

A: Its independence and we have no need to depend on anyone.

Q: How does longevity of career affect success? Say, a massager not so long working is not successful. And do you think you are successful?

A: Not quite because previously we have had many customers but 2-3 years recently, it is worse, say, customers are lessening.

Q: Does an outlook of a massager affect more or less number of customers?

A: Not quite, it depends on customers. Sometimes, they do not separate. Old tourists prefer young ones. But some massagers work here so long, they have more customers because of their loyal customers who return for service. There are such many.

Q: Outlook counts, sometimes but is it really the most significant?

A: Certainly.

Q: Then, do you think dressing affecting success?

A: We have the same uniform. It is the white gown. Here, it is unclear because it is the same uniform.

Q: And what's about massage techniques, and from where do they learn?

A: At Wat Luong Phor Ie, Sattahip district with 15 day learning course.

Q: Are you interesting or forced to learn?

A: The city administration does and we have to because massaging the foreigners is simple unlike for the Thais who are troublesome. Massaging foreigners are easier than the Thais, and just simple touches, they will be fast better.

Q: Do you know about sinew massage?

A: Certainly no, because I learn about massages for relaxation without learning about sinew massage. Say, mine is simple one.

Q: How many types are there with massage?

A: Reflexology, body-massage, spa and facial-massage

Q: What are massage-devices and are there any distinctions about medicine for massage?

A: I have oilment, and it depends. Sometimes, it cannot be used with customers, it heatens them.

Q: What kinds of oil you used with customers?

A: Red flower oil, olive oil, and Nivea cream.

Q: What kind of cream is favorable to customers?

A: We use olive oil with reflexology, it is oily. We use oil for body-massage but we have to ask the customer first otherwise, it heatens them.

Q: Do you also provide netting pigsty, nailing and body-paint?

A: Certainly not, just scrapping heel and nailing only.

Q: Where do you learn scrapping heel and nailing from?

A: A beauty salon, training there; it's simple with foreigners and no need to treat ingrown like the Thais.

Q: Do you know herbal massage and is it possible to serve customers?

- A: None and most come for relax-massage unlike massage shop and spa.
- Q: Is there any relevancy about maintaining devices and dressing upon having more customers?
- A: If our devices are clean, it ensures customers more. Say, they are secure with our service. So, every device will be cleaned by alcohol while we ourselves must be clean and impressively dressing.
- Q: Then with unskillfulness lowers number of customers?
- A: Customers never know who is better skillful because we approach them first and ask whether they want to. So, when customers know not about who are skillful ones there are surplus illegal massagers. Some badly trim the nails and old massagers have bad sights but see earning and foreigners know nothing.
- Q: Does inattentiveness to customer fail the career?
- A: Observe well whether they like conversing because some go deep sleep. It depends on customers' needs, if they require taking care. Few conversations may be useful but for me I am not good at it. I might ask about their hometown and period of stay, which might help their returns for massage.
- Q: Then not being good conversing is language a limitation for this career, and do you think to develop it?
- A: I am trying and taking course in Pattaya for 30 days like studying in Prathom 6: A-Z a revision. Then, I practice speaking, and conversation. Previously, there as free course on Wat Bhodhi, Naklue district.
- Q: Where do you learn your English?
- A: My friends do and sometimes, there is announcement for training at the Division of Public Health, Muang Pattaya but I do not attend.
- Q: Why do you attend training?
- A: To upgrade my knowledge and more information
- Q: Do you think or wish to provide other kind of service to attract customers?
- A: It's too much. It needs time, if customers need massage, nailing, scraping heels, it takes 1-2 hours and patriotically body-paint.

- Q: Whether does honesty or dishonesty indicate success related to customer services?
- A: Certainly, but to steal money from their pocket is impossible but only with overcharges. Who does not want money?
- Q: Do most of your customers regular or walk-in?
- A: They change and do not visit everyday.
- Q: Does good human relation with customers relate with attract number of customers?
- A: Certainly, not all foreigners smile to us, some are moody and chase us out. So we have to leave without persuasion except smile.
- Q: Does impunctuality affect having few customers?
- A: Certainly, it is vital and we must be punctual to the appointment. 5 p.m. Is 5 p.m. If we are late, we will miss and lose the customer and few understand us.
- Q: Does perseverance affect career success?
- A: Sure, we not we earn nothing and what career should we do. During there is no customer, we feel exhausted and desperate. Someday, we earn nothing but what to do.
- Q: Then, do you think to quit to other career?
- A: Never, it here I cannot do, other s, I also cannot.
- Q: What style do foreigners prefer us to massage?
- A: It depends, some want strong massage, some light. It should serve our strength and no need to over pressing. They are unlike the Thais who are pressing.
- Q: Top have many customers, what are the causes and how do they make it?
- A: Now, here I have no idea.
- Q: Do you have regular customer?
- A: Quite some.
- Q: And why do they regularly come for your massage?
- A: Here it depends on luck. Sometimes, we badly massage but compatible.
- Q: Do you ever give name cards?
- A: Never.
- Q: Do most foreigner sit at the same place?

- A: Not certain, sometimes they get lost.
- Q: How do you approach customers?
- A: Greeting, Hello. If they want you do it and if not we leave.
- Q: Are there any customers walk straight to us without we to them?
- A: Some. When we ask, they do not need and if they do they approach us.
- Q: Till this day, personally, what you think you are lacking experiences, such as either knowledge, or taking care of customers or communication?
- A: Personally, I am weak in communication. I am not good at talking but I want to be more smart. Other things we are likely similar like massage. Customers never know who is better than the other. As I say, they want relax. All can do, don't they? Taking care customers is ever required in all. If we do not approach them, we get none.
- Q: Supposing there is training like previous one, will you attend?
- A: I wish to, and if it is compulsory, I have to. Now there is no strict compulsory.
- Q: Could you approximate the registered massagers?
- A: Around 300-400
- Q: What's about the nonformal massagers?
- A: Countless, wherever you hop off. The Municipality affairs officials never heed. Sometimes, we inform them but they respond us to sharing it together.
- Q: Do you like this career?
- A: Sometimes, yes, sometimes no, I'm boring when there is no customers. If there are some, it relieves me. Guess, sitting under the coconut tree without anything to do, it's boring. It is not that arriving here and massage straight. Like yesterday, even no sunlight but also no customers. I earned only 150B.
- Q: Does any one quit this job?
- A: Some, those who quit they married with the foreigner and went abroad. Some fly in and out and some I see return to massage.
- Q: In your idea, what factors fail massagers at the seaside resorts?
- A: Illiteracy.... they do not know even the customer bargain to 150 baht. Too many massagers are another factors because some bring their relatives to be the massagers, which increase the number.

Q: Are most massagers local?

A: Not at all, I am Surin province. Few are local.

Q: Are there any inadequacies in your skills?

A: For me, it is Thai massage because Thai customers are too demanding but the not foreigners. They are no serious.

Q: Are there any organizations to fill what you are inadequate?

A: In Pattaya, at the Public Health Division. It organized a course but I did not attend.

Q: Can you approach customers in every area?

A: It depends, if they sit along the seaside, we can approach them. But some beds, we cannot approach because the owner makes it. Now, all bed-owners do it by themselves.

Q: With your feeling, to what extent are you satisfied with this career because you say someday do find no customers?

A: Quite satisfactory as I say, it is better than the other job, it is free and I dislike a job with a boss. It's pressing.

Q: Do you think to return to your domicile?

A: Not certain, let me think about it. Now, it is worsening unlike the early time.

Q: Is it because there were few massagers at first?

A: Because customers are lessening rather. There are many tourist sites. Say, we should understand that massagers are not only in the Jomthien Beach but also in Phuket

Mrs. Amnuay Kleaw-ngarm (name assumed)

Q: May I know your name please?

A: Amnuay

Q: Your last name please?

A: Kleaw-ngarm

Q: From?

A: Surin Province

Q: Which district?

- A: Jorm Phra district
- Q: Jorm Phra district, Surin Province?
- A: Exactly
- Q: How old are you now?
- A: 31
- Q: Are you married?
- A: Sure
- Q: What grade do you earned?
- A: K6 from the nonformal system schooling and now Prathom 12
- Q: Where is your resident?
- A: Na Jomthien Beach
- Q: How long have you been in this career?
- A: 2 years and previously I was a vender and regularly the official sued me.
- Q: Vender?! What did you sell?
- A: Egg-barbecue and sued by officials if seen. So I turn to massage.
- Q: Do you work everyday?
- A: Certainly, I visit home each month and if I am not so busy I come to massage.
- Q: When do you arrive here?
- A: Around 10-11 a.m. and return around 5-6 p.m. after customers return to their hotels.
- Q: By average how much do you earn each day?
- A: Around 5-600 baht in someday but sometimes only 90 baht and nothing at all.
- Q: Most customers?
- A: Both Thais and foreigners
- Q: Any counties?
- A: General
- Q: If you earn 5-600 baht a day, do you think you are successful?
- A: If it is so, it is OK but it is not everyday.
- Q: Why do you have few customers?
- A: Some do not like and now some massagers over charge customers. If it is

settled at 300 baht an hours or 40 minutes but some time not settle with time. Then only 15-20 minutes, they charge the customers. Even they massage with many techniques and charge with package but unsettle with time and do not complete the full service. So, customers feel they are cheated.

Q: Do outlook and dress affect the number of customers?

A: Parts are...yes.

Q: Like your dressing....the customers (Jean, sport shirt not white one and no number)

A: Yes, supposing, if I agree 300 baht and you feel asleep, then I massage for 20 minutes and say "All course done." even well dress but irrelevant with treatment... whatever beauty.....(silent)...I think. I don't know what other think. For me, even the customer sleep or not , I shall complete the hour but I don't know the others.

Q: Do you think you are successful, with views of customers, income and years of work?

A: It's successful. 200-300 baht a day can survive us.

Q: What is your technique?

A: Reflexology and nail beatification.

Q: Is it necessary for us to know about the cord in this massage?

A: Only what we have learned and massage those cords.

Q: What's about medicine, do you know them?

A: Herbal medicine used with common massage

Q: Do we need to know these things?

A: Certainly and mostly we seek additional knowledge.

Q: What's a bout other knowledge, is it necessary?

A: Like dermal trim, and nailing and most some group degrade their career by over charging customers and dishonest to them.

Q: Do devices help or attract customers?

A: Certainly, sure.

Q: Do skillfulness help?

A: I am a greenhorn and not so smart.

Q: Does skillfulness seriously affect number of customers?

A: It depends how many customers I can attract. Supposing, I ask you to take massage. You do not know how many years I work and you will never interview me how many years I work then you decide. Just immediately ask and you say OK,. Then it depends upon what you feel about massage for later decision for the next one.

Q: Doe language help attract customers?

A: 70% certainly, especially among foreigners.

Q: Where did you learn it?

A: From reading, studying but little.

Q: Does dishonesty affect your career?

A: Exactly, supposing we agree with customers we must complete it not when they asleep and massage for 20 minutes and during their sleep you steal their belongings.

Q: So, it proves such things happen?

A: Often yes, most view that the closest to the customers are the massagers and some are honest but few not. However, all are denounced bad.

Q: Does human relation then affect the career success?

A: Certainly, if not we are not attracted.

Q: Does impatience draw any effects?

A: Sure, some see us involve in this career and belittle us with sarcasm.

Q: Yes, what massage style does foreigner prefer? Strong one? Or light one? Or for relax?

A: Most prefer relax because most of them are not sick, so, relax to relieve stress.

Q: Do you have regular customers?

A: Some and are foreigners.

Q: How does you attract them to be your regular customer?

A: They say that I never cheat their time. Even when they fall asleep, I never fail them. Sometimes, I ask, "How difference taking massage with a massager without number?" Some sarcasticize, "Do you want winner prize?" I respond that you still have time. The customers never carry watch. " Heh! That my customer!" " If the customer has not time, why do you sit wasting your time,

there?” “ Heh! That my job.”

Q: Those massagers with many foreigners as regular customers, what distinction that attract them?

A: Many do not mean much.

Q: Those whom we know, how do they attract customers?

A: Persuasiveness, such as dermal trim or nail beatification; when the customers reject, they hold their hand and say, “I show, I show.” This annoy them so let it go. Sometime, a nail is cut so let it go the rest.

Q: Within yourself, what requirements do you need to add into your income or increase number of customers?

A: It is the same, It depends we can attract them. Say, if we can or cannot attract them, we are not serious. What we earn a day we are already happy.

Q: It proves that you are satisfied these days?

A: Certainly, more or few, I am satisfied.

Q: If you want develop your skillfulness, what will you do?

A: Now I take additional study, seeking books when visiting bookstores and buy them.

Q: Why do the Thai massagers fail?

A: I have no idea, to what degree of success?

Q: Say, low income or about 6-700 baht a day?

A: But I think that if I earn 3-400 baht a day it is better than the rate of the Labor Department. I am satisfied. Previously I work in a factory and earn 150 baht a day and raised to 180 baht. So, now I earn 3-400 baht, where can I find and I think it is enough.

Q: By this career, how do you spend your income?

A: Family spending and not to create debt or trouble others but cover family spending. After supporting my children studies and I can save 1-2 thousand Baht to cover family expenditures.

Q: How much is your best income in a month?

A: Over ten thousand but not every month especially during low season.

Q: Yes!!!

APPENDIX C

RESULTS

Results of a study on "Competency development approaches addressing workers in the informal sector : a case study of the Thai traditional massagers at tourist seaside resorts" by interviewing 219 cases are presented as follows:

1. Demographic information
2. Occupational backgrounds
3. Previous knowledge and skills
4. Attitudes on Thai traditional massage
5. Work skill development
6. Service quality
7. Factors affecting attitudes on Thai traditional massage
8. Factors affecting satisfaction of customer service

1. Demographic information

Table 1 Frequency and percentage of samples distributed by gender

Gender	Frequency	Percentage
Male	28	12.8
Female	191	87.2
Total	219	100.0

Table 2 Frequency and percentage of samples distributed by age

Age (years)	Frequency	Percentage
15	1	0.5
17	1	0.5
18	3	1.4
19	1	0.5
20	1	0.5
21	2	0.9
22	4	1.8
23	4	1.8
24	3	1.4
25	4	1.8
26	2	0.9
27	3	1.4
28	4	1.8
29	6	2.7
30	13	5.9
31	8	3.7
32	6	2.7
33	8	3.7
34	11	5.0
35	14	6.4
36	8	3.7
37	5	2.3
38	7	3.2
39	13	5.9
40	6	2.7
41	6	2.7
42	9	4.1
43	2	0.9
44	5	2.3

Age (years)	Frequency	Percentage
45	8	3.7
46	4	1.8
47	3	1.4
48	7	3.2
49	3	1.4
50	4	1.8
51	4	1.8
52	5	2.3
53	7	3.2
54	4	1.8
55	2	0.9
56	2	0.9
57	1	0.5
58	1	0.5
60	1	0.5
62	1	0.5
64	2	0.9
Total	219	100.0

Table 3 Frequency and percentage of samples distributed by marital status

Marital status	Frequency	Percentage
Single	45	20.5
Married	144	65.8
Widow	8	3.7
Divorce	22	10.0
Total	219	100.0

Table 4 Frequency and percentage of samples distributed by education

Education	Frequency	Percentage
Uneducated	11	5.0
Primary	162	74.0
Secondary	39	17.8
Vocational /pre-bachelor	5	2.3
Bachelor	2	0.9
Others	-	-
Total	219	100.0

Table 5 Frequency and percentage of samples distributed by place of residence

Place of residence	Frequency	Percentage
Chiangmai	1	0.5
Chiangrai	2	0.9
Payao	1	0.5
Pitsanulok	2	0.9
Petchabun	1	0.5
Lampang	1	0.5
Uttaradit	1	0.5
Bangkok	8	3.7
Khamphaengphet	6	2.7
Nakhonpathom	1	0.5
Nakhonsawan	5	2.3
Nonthaburi	1	0.5
Pathumthani	1	0.5
Phichit	2	0.9
Ratchaburi	1	0.5
Saraburi	1	0.5

Table 5 Frequency and percentage of samples distributed by place of residence (cont.)

Place of residence	Frequency	Percentage
Sukhothai	6	2.7
Suphunburi	4	1.8
Ayudhya	10	4.5
Prachinburi	2	0.9
Chachoengsao	2	0.9
Chanthaburi	2	0.9
Chonburi	63	28.8
Trad	2	0.5
Rayong	15	6.8
Srakaew	3	1.4
Kalasin	1	0.5
Khonkhaen	1	0.5
Chaiyaphum	1	0.5
Nakhonratchsima	15	6.8
Buriram	7	3.2
Mahasakham	2	0.9
Mukdahan	2	0.9
Roi-et	5	2.3
Loei	1	0.5
Srisaket	11	5.0
Surin	11	5.0
Nongkhai	4	1.8
Udonthani	3	1.4
Ubonratchathani	7	3.2
Krabi	1	0.5
Chumpon	1	0.5
Suratthani	2	0.9
Total	219	100.0

Table 6 Frequency and percentage of samples distributed by present residence

Present residence	Frequency	Percentage
Chonburi	152	69.4
Rayong	67	30.6
Total	219	100.0

2. Occupational backgrounds

Table 7 Frequency and percentage of samples distributed by previous occupation before the Thai traditional massager

Previous occupation before the Thai traditional massager	Frequency	Percentage
Farmer	23	10.5
Gardener	9	4.2
Factorial employee	16	7.3
Common labor	66	30.1
Others	105	47.9
Total	219	100.0

Table 8 Frequency and percentage of samples distributed by attraction of occupational entry

Priority	Attraction of occupational entry	Frequency	Percentage
1 st	Better wealth	101	46.1
	Freedom of work	80	36.5
	Inheritance	11	5.1
	Preserving the Thai intellectual of massage	4	1.8
	others	23	10.5
2 nd	Better wealth	57	26.0
	Freedom of work	81	37.0
	Inheritance	6	2.8
	Preserving the Thai Intellectual of Massage	4	1.8
	others	11	5.0
	no response	60	27.4

Table 8 Frequency and percentage of samples distributed by attraction of occupational entry (cont.)

Priority	Attraction of occupational entry	Frequency	Percentage
3 rd	Better wealth	8	3.7
	Freedom of work	5	2.3
	Inheritance	10	4.6
	Preserving the Thai intellectual of massage	21	9.5
	others	3	1.4
	no response	172	78.5
4 th	Better wealth	9	4.1
	Freedom of work	6	2.7
	Inheritance	-	-
	Preserving the Thai intellectual of massage	-	-
	others	204	93.2
	no response	-	-
	Total	219	100.0

Table 9 Frequency and percentage of samples distributed by primary intention of occupational entry

Primary intention of occupational entry	Frequency	Percentage
Adherence to be main occupation	167	76.3
Additional occupation	32	14.6
Occupational experience (experimenting)	20	9.1
Total	219	100.0

Table 10 Frequency and percentage of samples distributed by drive of occupational entry

Drive of occupational entry	Frequency	Percentage
More income than previous occupation	102	46.6
Necessity of raising income to support family	81	37.0
Cannot cultivate farms and garden in the domicile	3	1.3
others	33	15.1
Total	219	100.0

Table 11 Frequency and percentage of samples distributed by duration in occupation

Duration in occupation (years)	Frequency	Percentage
Less than 1 year	14	6.4
1	23	10.5
2	15	6.8
3	11	5.0
4	12	5.5
5	16	7.3
6	9	4.1
7	15	6.8
8	8	3.7
9	2	0.9
10	29	13.2
11	4	1.8
12	7	3.2
13	3	1.4
14	6	2.7
15	10	4.6
16	3	1.4
17	4	1.8
18	7	3.2
19	2	0.9
20	13	5.9
23	1	0.5
25	1	0.5
27	1	0.5
30	3	1.4
Total	219	100.0

Table 12 Frequency and percentage of samples distributed by average workday/week

Average workday/week (days)	Frequency	Percentage
1	1	0.5
3	2	0.9
4	5	2.3
5	8	3.6
6	4	1.8
7	199	90.9
Total	219	100.0

Table 13 Frequency and percentage of samples distributed by begin-hours of work

Beginning hours of work	Frequency	Percentage
06.00	1	0.5
07.00	6	2.7
08.00	20	9.1
09.00	127	58.0
10.00	52	23.8
11.00	7	3.2
12.00	4	1.8
14.00	2	0.9
Total	219	100.0

Table 14 Frequency and percentage of samples distributed by end- hours of work

End- hours of work	Frequency	Percentage
15.00	4	1.8
16.00	17	7.8
17.00	89	40.6
18.00	89	40.6
19.00	16	7.3
20.00	3	1.4
21.00	1	0.5
Total	219	100.0

Table 15 Frequency and percentage of samples distributed by average daily income during November –February

Average daily income during November - February (baht)	Frequency	Percentage
100	1	0.5
150	2	0.9
200	5	2.3
300	17	7.8
400	21	9.6
500	47	21.5
600	33	15.1
700	17	7.8
800	22	10.0
900	3	1.4
1,000	29	13.2
1,200	4	1.8
1,500	3	1.4
2,000	4	1.8
4,000	1	0.5
no response	10	4.6
Total	219	100.0

Table 16 Frequency and percentage of samples distributed by average monthly income during November –February

Average monthly income during November –February (baht)	Frequency	Percentage
3,000	1	0.5
4,000	2	0.9
5,000	3	1.4
6,000	5	2.3
7,000	1	0.5
8,000	3	1.4
9,000	9	4.1
10,000	13	5.9
12,000	13	5.9
14,000	2	0.9
15,000	45	20.5
16,000	1	0.5
18,000	28	12.8
20,000	15	6.8
21,000	12	5.5
22,000	1	0.5
24,000	15	6.8
27,000	2	0.9
30,000	26	11.9
36,000	4	1.8
45,000	3	1.4
50,000	1	0.5
60,000	3	1.4
120,000	1	0.5
no response	10	4.6
Total	219	100.0

Table 17 Frequency and percentage of samples distributed by average daily income during March-October

Average daily income during March-October (Baht)	Frequency	Percentage
50	1	0.5
100	17	7.8
150	1	0.5
200	68	31.1
300	54	24.7
350	1	0.5
400	19	8.7
500	9	4.1
600	2	0.9
1,000	2	0.9
1,200	2	0.9
no response	43	19.6
Total	219	100.0

Table 18 Frequency and percentage of samples distributed by average monthly income during March-October

Average monthly income during March-October (Baht)	Frequency	Percentage
800	1	0.5
1,000	2	0.9
2,000	3	1.4
3,000	11	5.0
4,000	2	0.9
4,500	1	0.5
5,000	10	4.6
6,000	61	27.9
7,000	3	1.4
8,000	2	0.9
9,000	41	18.7

Average monthly income during March- October (Baht)	Frequency	Percentage
10,000	8	3.7
10,500	1	0.5
12,000	16	7.3
15,000	9	4.1
18,000	2	0.9
30,000	2	0.9
36,000	2	0.9
no response	42	19.2
Total	219	100.0

Table 19 Frequency and percentage of samples distributed by average monthly saving

Average monthly saving	Frequency	Percentage
300	1	0.5
400	1	0.5
500	1	0.5
1,000	2	0.9
2,000	11	5.0
3,000	18	8.2
4,000	7	3.2
5,000	20	9.1
6,000	1	0.5
7,000	3	1.4
8,000	1	0.5
9,000	1	0.5
10,000	9	4.1
15,000	1	0.5
20,000	1	0.5
no saving	141	64.4
Total	219	100.0

3. Previous knowledge and skills

Table 20 Frequency and percentage of samples distributed by massage type

Massage type	Frequency	Percentage
Therapy	8	3.7
Health	120	54.8
Reflexology	37	16.9
Others	97	44.3
Total	262 *	

* able to respond more than one type

Table 21 Frequency and percentage of samples distributed by pass TTM training and certification

Pass TTM training and certification	Frequency	Percentage
Certification	119	54.3
Non-certification	100	45.7
Total	219	100.0

Table 22 Frequency and percentage of samples distributed by therapy certificate

Therapy certificate	Frequency	Percentage
Yes	25	11.4
No	194	88.6
Total	219	100.0

Table 23 Frequency and percentage of samples distributed by needed test to acquire therapy certificate

Needed test to acquire therapy certificate	Frequency	Percentage
Needed	73	33.3
Not needed	121	55.3
Owning therapy certificate	25	11.4
Total	219	100.0

Table 24 Frequency and percentage of samples distributed by either being freelance or under control of an organization

Either being freelance or under control of an organization	Frequency	Percentage
Freelance	133	60.7
Public organization	-	-
Local organization	50	22.8
Other	36	16.4
Total	219	100.0

Table 25 Frequency and percentage of samples distributed by knowledge of basic TTM

Knowledge of basic TTM	Frequency	Percentage
Most	31	14.2
Much	92	42.0
Moderate	84	38.3
Little	8	3.7
Least	4	1.8
Total	219	100.0

Table 26 Frequency and percentage of samples distributed by knowledge of body structure and function

Knowledge of body structure and function	Frequency	Percentage
Yes	139	63.5
No	80	36.5
Total	219	100.0

Table 27 Frequency and percentage of samples distributed by need grouping to be TTM organization

Need grouping to be TTM organization	Frequency	Percentage
Most	31	14.2
Much	65	29.6
Moderate	54	24.7
Little	34	15.5
Least	35	16.0
Total	219	100.0

Table 28 Frequency and percentage of samples distributed by cognition of ethics, morality, prohibitions, and caution in massage

Cognition of ethics, morality, prohibitions, and caution in massage	Frequency	Percentage
Most	35	16.0
Much	108	49.3
Moderate	56	25.6
Little	11	5.0
Least	9	4.1
Total	219	100.0

Table 29 Frequency and percentage of samples distributed by cognition of body lines and location

Cognition of body lines and location	Frequency	Percentage
Most	25	11.4
Much	70	32.0
Moderate	82	37.5
Little	22	10.0
Least	20	9.1
Total	219	100.0

Table 30 Frequency and percentage of samples distributed by problems of TTM

Priority	Problems of TTM	Frequency	Percentage
1 st	Unstable customers affecting income	138	63.0
	Difficulties of communication to know customers' needs	42	19.2
	Insufficient knowledge and skills of the occupation	6	2.7
	Occupation risk on being non-local	1	0.5
	Inconvenient residence and psycho-readjustment of homesick	2	0.9
	Others	7	3.2
	No response	23	10.5
2 nd	Unstable customers affecting income	33	15.1
	Difficulties of communication to know customers' needs	62	28.4
	Insufficient knowledge and skills of the occupation	20	9.1
	Occupation risk on being non-local	18	8.2
	Inconvenient residence and psycho-readjustment of homesick	7	3.2
	Others	-	-
	No response	79	36.0
3 rd	Unstable customers affecting income	6	2.7
	Difficulties of communication to know customers' needs	26	11.9
	Insufficient knowledge and skills of the occupation	39	17.8
	Occupation risk on being non-local	18	8.2
	Inconvenient residence and psycho-readjustment of homesick	3	1.4
	Others	-	-
	No response	127	58.0
4 th	Unstable customers affecting income	5	2.3
	Difficulties of communication to know customers' needs	3	1.4
	Insufficient knowledge and skills of the occupation	17	7.8
	Occupation risk on being non-local	18	8.2
	Inconvenient residence and psycho-readjustment of homesick	13	5.9
	Others	-	-
	No response	163	74.4
5 th	Unstable customers affecting income	-	-
	Difficulties of communication to know customers' needs	2	0.9
	Insufficient knowledge and skills of the occupation	7	3.2
	Occupation risk on being non-local	11	5.0
	Inconvenient residence and psycho-readjustment of homesick	27	12.4
	Others	-	-
	No response	172	78.5
	Total	219	100.0

Table 31 Frequency and percentage of samples distributed by occupational skills for customer service needed improvement

Priority	Occupational skills for customer service needed improvement	Frequency	Percentage
1 st	English skills for occupation	63	28.8
	Skills of cleanliness and skills of satisfying customers	63	28.8
	Upgrading massage knowledge by local organization or by government	36	16.4
	Additional creativity to attract customers	24	11.0
	Others	5	2.3
	No response	28	12.8
2 nd	English skills for occupation	31	14.2
	Skills of cleanliness and skills of satisfying customers	35	16.0
	Upgrading massage knowledge by local organization or by government	46	21.0
	Additional creativity to attract customers	46	21.0
	Others	1	0.5
	No response	60	27.4
3 rd	English skills for occupation	25	11.4
	Skills of cleanliness and skills of satisfying customers	34	15.5
	Upgrading massage knowledge by local organization or by government	34	15.5
	Additional creativity to attract customers	24	11.0
	Others	1	0.5
	No response	101	46.1
4 th	English skills for occupation	11	5.0
	Skills of cleanliness and skills of satisfying customers	25	11.4
	Upgrading massage knowledge by local organization or by government	12	5.5
	Additional creativity to attract customers	32	14.6
	Others	1	0.5
	No response	138	63.0
	Total	219	100.0

Table 32 Frequency and percentage of samples distributed by additional service satisfying customers

Priority	Additional service satisfying customers	Frequency	Percentage
1 st	Plait/braid	42	19.2
	Nail beautification	80	36.5
	Nail extension	3	1.4
	Astrology	1	0.5
	Reflexology	75	34.2
	Others	6	2.7
	No response	12	5.5
2 nd	Plait/braid	55	25.1
	Nail beautification	73	33.3
	Nail extension	9	4.1
	Astrology	1	0.5
	Reflexology	25	11.4
	Others	9	4.1
	No response	47	21.5
3 rd	Plait/braid	43	19.6
	Nail beautification	23	10.5
	Nail extension	9	4.1
	Astrology	1	0.5
	Reflexology	22	10.0
	Others	5	2.3
	No response	116	53.0
4 th	Plait/braid	2	0.9
	Nail beautification	4	1.8
	Nail extension	11	5.0
	Astrology	1	0.5
	Reflexology	7	3.2
	Others	2	0.9
	No response	192	87.7
5 th	Plait/braid	-	-
	Nail beautification	-	-
	Nail extension	1	0.5
	Astrology	8	3.6
	Reflexology	-	-
	Others	-	-
	No response	210	95.9
	Total	219	100.0

4. Attitudes on Thai traditional massage

Table 33 Attitudes on Thai traditional massage (TTM)

Descriptions	Levels of attitudes					Mean	SD.	Summary
	Agree	Likely agree	Uncertain	Unlikely agree	disagree			
1. Should similarly treat loyal customers and walk-in customers	155 (70.8)	47 (21.5)	8 (3.7)	5 (2.3)	4 (1.8)	4.6	0.8	Much
2. Should prioritize foreigner customers because of wealthier than the Thais.	49 (22.4)	25 (11.4)	10 (4.6)	37 (16.9)	98 (44.7)	2.5	1.7	Likely little
3. Any massagers reserved skills others will stifle	25 (11.4)	26 (11.9)	49 (22.4)	43 (19.6)	76 (34.7)	2.5	1.4	Likely little
4. Be shameful if overcharging	98 (44.7)	34 (15.5)	53 (24.2)	16 (7.3)	18 (8.2)	3.8	1.3	Likely much
5. Need massage mastery not less than those in massage shops	111 (50.7)	46 (21.0)	26 (11.9)	30 (13.7)	6 (2.7)	4.0	1.2	Likely much
6. Relation is not only charging and service but also consciousness of other things	100 (45.7)	61 (27.9)	31 (14.2)	14 (6.4)	13 (5.9)	4.0	1.2	Likely much
7. Massager without self-promotion is likely fail in occupation	23 (10.5)	33 (15.1)	46 (21.0)	45 (20.5)	72 (32.9)	2.5	1.4	Likely little
8. Punctuality is required even not an office work	54 (24.7)	31 (14.2)	42 (19.2)	38 (17.4)	54 (24.7)	3.0	1.5	Moderate
9. Massagers are common people, so, partitions are common.	60 (27.4)	47 (21.5)	43 (19.6)	20 (9.1)	49 (22.4)	3.2	1.5	Moderate
10. If having better pay job, good massager should not decide to quit massage occupation	71 (32.4)	36 (16.4)	62 (28.3)	21 (9.6)	29 (13.2)	3.5	1.4	Moderate
11. Playing card is common after work for massagers	19 (8.7)	28 (12.8)	58 (26.5)	16 (7.3)	98 (44.7)	2.3	1.4	Likely little
12. Alcoholism is counted privacy and not relevant to massage occupation	59 (26.9)	41 (18.7)	39 (17.8)	16 (7.3)	64 (29.2)	3.1	1.6	Moderate
Total	69 (31.5)	36 (16.4)	39 (17.8)	26 (11.9)	49 (22.4)	3.3	1.4	Moderate

Table 34 Frequency and percentage of samples distributed by upgrading knowledge by attending training

Upgrading knowledge by attending training	Frequency	Percentage
Regularly	49	22.4
Occasionally	36	16.4
Rarely	45	20.6
Never	89	40.6
Total	219	100.0

Table 35 Frequency and percentage of samples distributed by inheriting TTM

Inheriting TTM	Frequency	Percentage
Father and mother	31	14.2
Local massager	34	15.5
Elders	37	16.9
Private institutions	4	1.8
Public institutions	69	31.5
others	44	20.1
Total	219	100.0

Table 36 Frequency and percentage of samples distributed by duration of training

Duration of training	Frequency	Percentage
1 day	1	0.5
2 days	5	2.3
3 days	4	1.8
5 days	1	0.5
7 days	42	19.2
14 days	12	5.5
17 days	1	0.5
20 days	37	16.9
21 days	2	0.9
30 days	3	1.4
42 days	14	6.4
45 days	53	24.2

Duration of training	Frequency	Percentage
50 days	1	0.5
56 days	1	0.5
2 Months	15	6.8
3 Months	10	4.6
4 Months	3	1.4
5 Months	1	0.5
6 Months	3	1.4
1 year	4	1.8
3 years	2	0.9
no response	2	0.9
Total	219	100.0

Table 37 Frequency and percentage of samples distributed by upgrading knowledge and expertise

Upgrading knowledge and expertise	Frequency	Percentage
Self training and improvements	118	53.9
Inquiring, and observing massage from expert and experiment	86	39.3
Study, and review from related documents	8	3.6
Others	7	3.2
Total	219	100.0

Table 38 Frequency and percentage of samples distributed by occupational stability

Occupational stability	Frequency	Percentage
stability	176	80.4
instability	43	19.6
Total	219	100.0

Table 39 Frequency and percentage of samples distributed by happiness in working

Happiness in working	Frequency	Percentage
Most	22	10.0
Much	175	80.0
Moderate	22	10.0
Little	-	-
Least	-	-
Total	219	100.0

5. Work Skill Development

Table 40 Frequency and percentage of samples distributed by sources of working skills

Sources of working skills	Frequency	Percentage
Education	60	27.4
Training	136	62.1
Working	106	48.4
Media, e.g. newspaper, radio, TV, internet ,etc	12	5.5
Others	29	13.2
Total		

Table 41 Frequency and percentage of samples distributed by responsible person in developing work skills

Responsible person in developing work skills	Frequency	Percentage
Public agencies	111	50.7
Business Agencies	-	-
NGOs	8	3.7
Self	112	51.1
Others	30	13.7
Total		

Table 42 Frequency and percentage of samples distributed by promotion of developing work skills

Promotion of developing work skills	Frequency	Percentage
Promoted	201	91.8
Not promoted	18	8.2
Total	219	100.0

Table 43 Frequency and percentage of samples distributed by needs of developing Work Skills

Needs of developing work skills	Frequency	Percentage
Needed	177	80.8
Not-needed	42	19.2
Total	219	100.0

Table 44 Frequency and percentage of samples distributed by time needed of developing work skills

Time Needed of developing work skills	Frequency	Percentage
During work hours	8	3.7
Off work hours during Mondays-Fridays	51	23.3
Off work hours during Saturdays-Sundays	28	12.8
others	90	41.1
No response because need no development	42	19.1
Total	219	100.0

Table 45 Frequency and percentage of samples distributed by work skills needed development

Work skills needed development	Needed	Not needed
	Frequency/percent	Frequency/percent
1. Conversation and inquiring	157 (71.7)	62 (28.3)
2. Listening	154 (70.3)	65 (29.7)
3. English uses	163 (74.4)	56 (25.6)
4. Japanese uses	92 (42.0)	127 (58.0)
5. Chinese uses	87 (39.7)	132 (60.3)
6. Service	150 (68.5)	69 (31.5)
7. Satisfying customers	157 (71.7)	62 (28.3)
8. Beautification (herbs)	118 (53.9)	101 (46.1)
9. Security	155 (70.8)	64 (29.2)
10. Cleanliness	165 (75.3)	54 (24.7)
11. others	6 (2.7)	213 (97.3)

6. Service quality**Table 46** Frequency and percentage of samples distributed by nationality of tourists

Nationality of tourists	Frequency	Percentage
Chinese, Taiwanese, Korean, Japanese	25	11.4
British, French, Russian	153	69.9
Australian, New Zealand	15	6.8
Saudi Arabian	-	-
Others	26	11.9
Total	219	100.0

Table 47 Frequency and percentage of samples distributed by gender of tourists

Gender of tourists	Frequency	Percentage
Male	118	53.9
Female	101	46.1
Total	219	100.0

Table 48 Frequency and percentage of samples distributed by age of tourists

Age of tourists	Frequency	Percentage
less 25 years	4	1.8
25-34 years	46	21.1
35-44 years	66	30.1
45-54 years	82	37.4
55 years and over	21	9.6
Total	219	100.0

Table 49 Frequency and percentage of samples distributed by service style for tourists

Service style for tourists	Frequency	Percentage
Handed massage	38	17.4
Oiled massage	143	65.3
Balm/Counterpain balm massage	29	13.2
Lotion massage	9	4.1
Total	219	100.0

Table 50 Frequency and percentage of samples distributed by massage devices

Massage Devices	Frequency	Percentage
Lotion	170	77.6
Oil	213	97.3
Wood for pressing	71	32.4
Lying sheet	219	100.0
Towel	205	93.6
Others	85	38.8
Total		

Table 51 Levels of attitudes of customer services

Descriptions	Levels of attitudes					Mean	SD.	Summary
	Much	Likely much	Moderate	Likely little	little			
1. Regularity of working	154 (70.3)	39 (17.8)	25 (11.4)	1 (0.5)	-	4.6	0.7	Much
2. Willing to serve	178 (81.2)	37 (16.9)	3 (1.4)	1 (0.5)	-	4.8	0.5	Much
3. Preparedness to dedicate to customers	165 (75.3)	44 (20.1)	10 (4.6)	-	-	4.7	0.5	Much
4. Treating customers well	173 (79.0)	39 (17.8)	7 (3.2)	-	-	4.8	0.5	Much
5. Convenience and expedite to serve customers	145 (66.2)	40 (18.3)	32 (14.6)	2 (0.9)	-	4.5	0.8	Likely much
6. Politeness to customers	168 (76.7)	40 (18.3)	11 (5.0)	-	-	4.9	2.7	Much
7. Warm welcomes for customers	156 (71.2)	43 (19.6)	19 (8.7)	1 (0.5)	-	4.6	0.7	Much
8. Clearing procedures to customers	70 (32.0)	43 (19.6)	67 (30.6)	30 (13.7)	9 (4.1)	3.6	1.2	Moderate
9. customers-oriented	161 (73.5)	37 (16.9)	19 (8.7)	2 (0.9)	-	4.6	0.7	Much
10. Reliable standard massage	111 (50.7)	75 (34.2)	33 (15.1)	-	-	4.4	0.7	Likely much
11. Massage safety	134 (61.2)	58 (26.5)	27 (12.3)	-	-	4.5	0.7	Likely much
12. Well equipped-oriented	152 (69.4)	48 (21.9)	19 (8.7)	-	-	4.6	0.6	Much
13. Proper massage place arrangement	119 (54.3)	59 (26.9)	38 (17.4)	3 (1.4)	-	4.3	0.8	Likely much
14. Fair price for customers	163 (74.3)	38 (17.4)	17 (7.8)	1 (0.5)	-	4.7	0.6	Much
15. Follow-up customer after return home	35 (16.0)	28 (12.8)	42 (19.2)	41 (18.7)	73 (33.3)	2.6	1.5	Likely little

Descriptions	Levels of attitudes					Mean	SD.	Summary
	Much	Likely much	Moderate	Likely little	little			
16. Collecting information of customers for occupational advancement	28 (12.8)	31 (14.2)	51 (23.2)	38 (17.4)	71 (32.4)	2.6	1.4	Likely little
Total	132 (60.3)	44 (20.1)	26 (11.9)	7 (3.2)	10 (4.5)	4.3	0.9	Likely much

7. Factors affecting attitudes on Thai traditional massage

Test of hypotheses to analyze factors affecting attitudes on Thai traditional massage by significance at 0.05 level.

Table 52 Relationship among factors affecting attitudes on Thai traditional massage (TTM)

Variables	n	df	t	F	p
Gender	219	217	-0.49	-	0.71
Age	219	218	-	1.09	0.34
Marital status	219	218	-	1.53	0.21
Education	219	218	-	0.98	0.42
Duration in occupation	219	218	-	1.17	0.28
Pass training and certificate conferred	219	218	-	1.36	0.25
Having organization for control	219	218	-	1.12	0.32
Duration of training	219	218	-	1.15	0.30
Massage type	219	218	-	4.36	0.00*

*0.05

Table 53 Comparison of differences between massage types and attitudes on Thai traditional massage

Massage type		MD	p
Therapy	Health	-0.79	0.74
	Reflexology	-1.05	0.67
	Others	2.80	0.25
Health	Therapy	0.79	0.74
	Reflexology	-0.26	0.83
	Others	3.59	0.00
Reflexology	Therapy	1.05	0.67
	Health	0.26	0.83
	Others	3.85	0.00
Others	Therapy	-2.80	0.25
	Health	-3.59	0.00
	Reflexology	-3.85	0.00

8. Factors affecting satisfaction of customer service

Test of hypotheses to analyze satisfaction of customer service by significance at 0.05 level.

Table 54 Comparison of differences between massage types and attitudes on Thai traditional massage

Variables	n	df	t	F	p
Gender	219	217	-0.18	-	0.55
Age	219	218	-	1.15	0.26
Marital status	219	218	-	0.10	0.96
Education	219	218	-	0.19	0.94
Duration in occupation	219	218	-	0.93	0.56
Pass training and certificate conferred	219	218	-	0.03	0.86
Having organization for control	219	218	-	2.03	0.13
Duration of training	219	216	-	1.17	0.28
Massage type	219	218	-	1.28	0.28

APPENDIX D

PF 1

FACULTY OF SOCIAL SCIENCES AND HUMANITIES

MAHIDOL UNIVERSITY

INTERVIEWS

**"COMPETENCY DEVELOPMENT APPROACHES ADDRESSING
WORKERS IN THE INFORMAL SECTOR : A CASE STUDY
OF THE THAI TRADITIONAL MASSAGERS AT
TOURIST SEASIDE RESORTS"**

Interviewer (regular script)	
Date of interview	
Begin from to total minutes	
Cooperation of interviewee	<input type="checkbox"/> excellence <input type="checkbox"/> good <input type="checkbox"/> moderate <input type="checkbox"/> unlikely

Questionnaire checker	date
Encoder	date
Code checker	date

PRIMARY SURVEY INFORMATION*
INTERVIEW FORMAT FOR THAI TRADITIONAL MASSAGERS AT
TOURIST SEASIDE RESORTS

Part 1: Demographic information

Instruction: Kindly mark in () and complete the blank by fact

1. gender () male () female
2. Age years
3. Marital Status
 () single () married () widow () divorce
4. Education
 () uneducated () primary
 () secondary () vocational or pre-bachelor degree
 () bachelor degree () others (specify)
5. Domicile Province
6. Current residence , District Province

Part 2: Information of occupational backgrounds

7. Last occupation before massager entry
 () farmer () gardener
 () factorial employee
 () common labor () others (specify)
8. Attraction of Occupational Entry (prioritize form most to least by serial order
 1,2,3,... in the blanket by fact)
 () Better wealth
 () Freedom of work
 () Inheritance
 () Preserving the Thai Intellectual of Massage
 () others(specify)

* Adapted from Phongsuwan Srisuwan et al. (2002)

9. Primary intention of occupational entry (one answer)

- Adherence to be main occupation
- Additional occupation
- Occupational experience (experimenting)

10. Drive of occupational entry

- More income than previous occupation
- Necessity of raising income to support family
- Cannot cultivate farms and garden in the domicile
- others(specify)

11. Duration in occupationYear / months

12. Average workday/week/ day

- 12.1 Days /week
- 12.2 Begin-hours of work hours to hours

13. Average daily/ monthly income during November -February

- 13.1 November -Februarybaht / day baht / month
- 13.2 March-October baht / day baht / month

14. Average monthly saving baht

Part 3: Previous knowledge and skills

15. What is your massage type ?

- therapy health
- Reflexology others(specify)

16. So you pass TTM (Thai traditional massage)training and certification?

- certification non-certification

17. Are you freelance or under any control of an organization?

- freelance public organization
- local organization others(specify)

18. Do you have knowledge of basic TTM for precise theoretical application?

- most much moderate
- little least

19. Do you have knowledge of body structure and function and disease assumption?

yes no

20. Do you need grouping to be TTM organization to support your strength (OTOP, community enterprises)?

most much moderate
 little least

21. Do you have cognition of ethics, morality, prohibitions, and caution in massage?

most much moderate
 little least

22. Do you have cognition of body lines and location ?

most much moderate
 little least

23. Do you regularly or not upgrade your knowledge by attending training ?

regularly occasionally
 rarely never

24. Do you inherit TTM?

father and mother local massager
 elders private institutions
 public institutions others(specify)

25. How long is the duration of training to gain trust form the trainer for massaging?

..... weeks / months

26. Upgrading knowledge and expertise by

Self training and improvements
 Inquiring, and observing massage from expert and experiment
 Study, and review from related documents
 Others (specify)

27. Critical problems of TTM for foreign customers (prioritize form most to least by serial order 1,2,3,... in the blanket by fact)
- () Unstable customers affecting income
 - () Difficulties of communication to know customers' needs
 - () Insufficient knowledge and skills of the occupation
 - () Occupation risk on being non-local
 - () Inconvenient residence and psycho-readjustment of homesick
 - () Others (specify)
28. Occupational skills for customer service needed improvement (prioritize form most to least by serial order 1,2,3,... in the blanket by fact)
- () English skills for occupation
 - () Skills of cleanliness and skills of satisfying customers
 - () Upgrading massage knowledge by local organization or by government
 - () Additional creativity to attract customers
 - () Others(specify)
29. Additional service satisfying customers (prioritize by serial number 1,2,3.....)
- () Plait/braid
 - () Nail beautification
 - () Nail extension
 - () Astrology
 - () Reflexology
 - () Others (specify)

4. Attitudes on Thai traditional massage

Descriptions	Levels of attitudes				
	5. Agree	4. Likely agree	3. Uncertain	2. Unlikely agree	1. disagree
1. Should similarly treat loyal customers and walk-in customers					
2. Should prioritize foreigner customers because of wealthier than the Thais.					
3. Any massagers reserved skills others will stifle					
4. Be shameful if overcharging					
5. Need massage mastery not less than those in massage shops					
6. Relation is not only charging and service but also consciousness of other things					
7. Massager without self-promotion is likely fail in occupation					
8. Punctuality is required even not an office work					
9. Massagers are common people, so, partitions are common.					
10. If having better pay job, good massager should not decide to quit massage occupation					
11. Playing card is common after work for massagers					
12. Alcoholism is counted privacy and not relevant to massage occupation					

30. Do you think your income worth your efforts?

- worth
- not worth (reasoning)

.....

31. Do you gain your share of massaging every time? Fair or not?

- 100%
- 60% : 40%
- 50% : 50%
- Others (specify)

32. Is this occupation stable?

- yes
- no

33. Are you happy in working?

- most
- little
- much
- least
- moderate

Reasoning.....

5. Work skill development

34. Meaning of work skills (more than one answer)

- owning necessary knowledge for working
- expertise and ability in working
- consciousness or good conduct in working
- Others (specify)

35. Sources of working skills (more than one answer)

- education
- training
- working
- Media, e.g. newspaper, radio, TV, internet ,etc
- Others (specify)

36. Responsible person in developing work skills (more than one answer)

- public agencies
- self
- business agencies
- Others (specify)
- NGOs

37. Promotion of developing work skills

- promoted because.....
- not promoted because.....

38. Needs of developing work skills

() needed because.....

() not needed because

39. Time needed of developing work skills (only who agree)

() During work hours

() Off work hours during Mondays-Fridays

() Off work hours during Saturdays-Sundays

() Others (specify)

40. Work skills needed development

1. Conversation and ()Yes ()No

inquiring ()Yes ()No

2. Listening ()Yes ()No

3. English uses ()Yes ()No

4. Japanese uses ()Yes ()No

5. Chinese uses ()Yes ()No

6. Service ()Yes ()No

7. Satisfying customers ()Yes ()No

8. Beautification (herbs) ()Yes ()No

9. Security ()Yes ()No

10. Cleanliness

11. Others (specify).....

6. Service quality

41. What are nationalities of tourists using your service?

() Chinese, Taiwanese, Korean, Japanese () British, French, Russian

() Australian, New Zealand () Audi Arabian

42. Gender of tourists

() male () female

43. Age of tourists

() less than 25 years () 25 – 34 years

() 35 – 44 years () 44 – 54 years

() 55 year and over

44. Best service style for tourists

- () Oiled massage
- () balm,/ counterpain massage
- () lotion massage

45. Massage devices (more than 1 answer)

- () lotion () oil () Wood for pressing
- () lying sheet () towel () Others

(specify).....

46. How do you provide massage service to customers?

Descriptions	Much	Likely much	Moderate	Likely little	little
1. Regularity of working					
2. Willing to serve					
3. Preparedness to dedicate to customers					
4. Treating customers well					
5. Convenience and expedite to serve customers					
6. Politeness to customers					
7. Warm welcomes for customers					
8. Clearing procedures to customers					
9. customers-oriented					
10. Reliable standard massage					
11. Massage safety					
12. Well equipped-oriented					
13. Proper massage place arrangement					
14. Fair price for customers					
15. Follow-up customer after return home					
16. Collecting information of customers for occupational advancement					

47. Among these local massagers, who have loyal customers most?

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INTERVIEWS

"COMPETENCY DEVELOPMENT APPROACHES ADDRESSING WORKERS IN THE INFORMAL SECTOR : A CASE STUDY OF THE THAI TRADITIONAL MASSAGERS AT TOURIST SEASIDE RESORTS"

Interviewer (regular script)

Date of interview

Begin from to total minutes

Cooperation of interviewee excellence good
 moderate unlikely

Questionnaire checker date

Encoder date

Code checker date

INTERVIEW FORMAT*

**FOR SUCCESSFUL THAI TRADITIONAL MASSAGER AT TOURIST
SEASIDE RESORTS**

1. What qualifications show a success in occupation/

1.1 Are a large number of customers counted successful? How? How many?

.....
.....
.....

1.2 Is high income counted successful? How much?

.....
.....
.....

1.3. Is being a massager counted successful? What duration?

.....
.....
.....

2. Factors support successful occupation

2.1 () Do outlooks help work successful? How?

.....
.....
.....

2.2 () Do dresses help work successful? How?

.....
.....
.....

2.3 () Do using clean device help work successful? How?

.....
.....
.....

* Adapted from Phongsuwan Srisuwan et al. (2002)

2.4 () Does skillfulness help work successful? How?

.....
.....
.....

2.5 () Does customer-oriented help work successful? How?

.....
.....
.....

2.6 () Does follow-up customers after massage help work successful? How?

.....
.....
.....

3. What service style is the most popular for the foreign customers?

- () handed massage
- () oiled massage
- () balm, counterpain massage
- () lotion massage

4. Massage devices (more than 1 answer)

- () lotion () oil () Wood for pressing
- () lying sheet () towel () Others

(specify).....

5. What are additional services for the customers?

.....
.....
.....

6. Do techniques to attract foreign customers help work successful? How?

.....
.....
.....

7. Does fair price affect occupational success?

Mark-up for bargaining

Fact fares.

8. Does after service contact help occupational success ? How?

collect personal information of customers

yes no

Contact customers after their return.

yes no

What are techniques of contact?

.....

.....

.....

9. What are other techniques help massager successful?

.....

.....

.....

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INTERVIEWS

"COMPETENCY DEVELOPMENT APPROACHES ADDRESSING WORKERS IN THE INFORMAL SECTOR : A CASE STUDY OF THE THAI TRADITIONAL MASSAGERS AT TOURIST SEASIDE RESORTS"

Interviewer (regular script)

Date of interview

Begin from to total minutes

Cooperation of interviewee excellence good
 moderate unlikely

Questionnaire checker date

Encoderdate

Code checker date

**INTERVIEW FORMAT
FOR GENERAL THAI TRADITIONAL MASSAGER AT TOURIST SEASIDE
RESORTS**

Part 1: Demographic information

Instruction: Kindly mark in () and complete the blank by fact

1. gender () male () female
2. Age years
3. Marital status
() single () married () widow () divorce
4. Education
() uneducated () primary
() secondary () vocational or pre-bachelor degree
() bachelor degree () others (specify)
5. Place of residence..... Province
6. Current residence , District Province

Part 2: Information of occupational backgrounds

7. Duration in occupationyear / months
8. Average workday/week/ day
 - 8.1. Days /week
 - 8.2 Begin-hours of work hours to hours
9. Average daily/ monthly income during November -February
 - 9.1. November -February baht / day baht / month
 - 9.2. March-October baht / day baht / month
 - 9.3. Tips..... baht / day baht / month
10. Number of customers..... persons / day persons/ month
Nationality of customers.....
11. What qualifications lead to occupational failure ?
.....
.....
.....

11.1 Is low income than 700 Baht/day counted failure?

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11.2 Is short-time being a massager counted failure? Then what should be duration?

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11.3 Do outlooks affect failure? How?

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.....

11.4 Does dressing affect failure? How?

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.....

12. Interview about knowledge

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.....
.....

12.1. What is theoretical knowledge of TTM applied with customers?

12.2. Is it necessary to know locations of lines and anatomy of bones

12.3. What are herbal oil favorable to customers?

12.4. Knowledge of plait, nail beautification and body paint.

12.5. Knowledge of reflexology

12.6. Is it necessary to have knowledge on herbs?

13. Interview about skills

13.1 Do not maintaining devices and clean dressing affect occupational success?

How?

.....

.....

13.2 Do lack of expertise and knowledge affect occupational success? How?

.....

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.....

13.3 Does inattentiveness to customers affect occupational success? How?

.....

.....

.....

13.4 Does lack of communication skills affect occupational success? How?

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.....

13.5 Does lack of service creativity affect occupational success? How?

.....

.....

.....

14. Attitudes

14.1 Does dishonesty of charging customers affect occupational success? How?

.....

.....

.....

14.2 Does lack of human relation e.g, not smiling, impolite wording, impoliteness affect occupational success? How?

.....
.....
.....
.....

14.3 Does unpunctuality affect occupational success? How?

.....
.....
.....

14.4 Does impatience affect occupational success? How?

.....
.....
.....

15. What are your massaging techniques attracting foreign customers?

.....
.....
.....

15.1 What is favorite massaging for foreign customers/ Light /hard?, massage for relaxation?, reflexology or therapy?

.....
.....
.....

16. How does a massager draw attraction from large number of foreign customers?

.....
.....
.....

17. What do you lack to have large number of loyal customers and earn more income?

.....
.....
.....
.....

17.1 Knowledge

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.....
.....

17.2 Skills

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.....
.....

17.3 Attitudes

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.....
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18. What are other things of TTM that you fail?

.....
.....
.....

19. What are your techniques to develops 3 potentials such as upgrading learning, self-training, learning from friends?

.....
.....
.....

ST 1

FACULTY OF SOCIAL SCIENCES AND HUMANITIES

MAHIDOL UNIVERSITY

INTERVIEWS

"COMPETENCY DEVELOPMENT APPROACHES ADDRESSING WORKERS IN THE INFORMAL SECTOR : A CASE STUDY OF THE THAI TRADITIONAL MASSAGERS AT TOURIST SEASIDE RESORTS"

Interviewer (regular script)

Date of interview

Begin from to total minutes

Cooperation of interviewee excellence good
 moderate unlikely

Questionnaire checker date

Encoder date

Code checker date

9. Traveling to Pattaya / Patong Beach / Samed Island

- () 1. by myself () 2. on group tour
 () 3. others (please specify).....

10. Purpose of visiting Pattaya/Samed Island/Patong Beach

- () 1. Holiday () 2. Convention () 3. Business
 () 4. Official () 5. Others (Please specify).....

11. In your opinion Pattaya/Samed Island/Patong Beach is famous for its

1. Beautiful natural sceneries (sea – sand – sun) () yes () no
 2. Low cost () yes () no
 3. Delicious food () yes () no
 4. Unique Thai culture () yes () no
 5. Safety () yes () no
 6. Thai massage () yes () no
 7. Famous entertainment places () yes () no
 8. Night life () yes () no

12. Have you ever try Thai massage before ?

- () 1. Never (go to 17) () 2. Yes (at the beach)
 () 3. Yes (at the hotel) () 4. Both (2 and 3)

13. Purpose of massage

- () 1. To ease the muscles
 () 2. To release tension
 () 3. To release pain due to illness

14. Style of Thai massage that you have tried (May choose more than one choice)

- | | Like | Do not Like |
|-------------------------------------|------|-------------|
| () 1. Foot massage | () | () |
| () 2. Body massage | () | () |
| () 3. Oil massage | () | () |
| () 4. Head massage | () | () |
| () 5. Reflexology | () | () |
| () 6. Others (Please specify)..... | () | () |

15. Give your opinion the service you received in Thai massage

Topics	Opinions					
	Beach			Hotel		
	Agree	Disagree	No comment	Agree	Disagree	No comment
15.1 Reasonable service charge(per/hour)						
15.2 Clean massager						
15.3 Clean place						
15.4 Suitable massage equipment(clothes, wooden sticks, oils etc.)						
15.5 Relaxing						
15.6 Safe to health						
15.7 Personal belongings are safe						
15.8 Impressed by the massage service						
15.9 Convenience in getting the massage service						
15.10 Experienced massagers						

16. Will you try Thai massage again if you come back to Pattaya/Samed Island/Patong Beach?

- () 1. Yes
- () 2. No
- () 3. Not certain

17. Reasons for never trying Thai massage (May choose more than one choice)

- () 1. Never heard of Thai massage () yes () no
- () 2. Waste of money () yes () no
- () 3. Religion forbid () yes () no
- () 4. Uninterested () yes () no
- () 5. Not good for health () yes () no
- () 6. No time () yes () no

18. Are you interested in Thai massage at the beach in Pattaya/Samed Island/Patong Beach ?

() 1. Yes () 2. No

19. Give your opinion about Thai massage at the beach

Topics	Opinions		
	Agree	Disagree	No comment
1. Massagers annoy tourists			
2. Bad image for tourists			
3. Thai uniqueness			
4. Create local jobs			
5. Bad sea-side scenery			

20. Suggest a few ways that Thai massage service can be improved

20.1.....

20.2.....

ST 2

FACULTY OF SOCIAL SCIENCES AND HUMANITIES

MAHIDOL UNIVERSITY

INTERVIEWS

"COMPETENCY DEVELOPMENT APPROACHES ADDRESSING WORKERS IN THE INFORMAL SECTOR : A CASE STUDY OF THE THAI TRADITIONAL MASSAGERS AT TOURIST SEASIDE RESORTS"

Interviewer (regular script)

Date of interview

Begin from to total minutes

Cooperation of interviewee excellence good
 moderate unlikely

Questionnaire checker date

Encoderdate

Code checker date

INTERVIEW FORMAT*

FOR INTERVIEWING EXECUTIVE PUBLIC OFFICIALS INVOLVING
PROMOTION AND DEVELOPMENT OF THAI MASSAGER

General information of interviewee

- 1. Name
- 2. Position
- 3. Office
- 4. Responsibility

Information of involvement or promotion of Thai massage

- 5. Realize action plan/project/activities of Thai massage () yes () no
(if any) specify 1.
2.
- 6. Promoting knowledge and skills of Thai massage of the office () yes () no
(if any) specify 1.
2.
- 7. Is there development of competency of TTM at tourist seaside resorts?
() yes () no
(if any) specify 1.
2.
- 8. Is there competency of Thai traditional massagers at tourist seaside resorts
developed?
(if any) specify 1.
2.
- 9. How is the policy of TTM applied?
.....
.....
- 10. Additional suggestions
.....
.....

* Adapted from Phongsuwan Srisuwan et al. (2002)

11. Necessary potential of Thai traditional massagers at tourist seaside resorts should have

() Knowledge of royal TTM and unofficial TTM

() Occupational skills such as communication skills, tourism skills, cleanliness skills, negotiation skills, creativity skills, language skills, customer-oriented skills.

() Professional ethics

12. What should be service quality development for TTM?

12.1 Self-development of TTM

.....

.....

.....

12.2 Development organized by public

.....

.....

.....

13. To what level of problems and limitation of TTM?

Problems and limitations	Level of opinions				
	Least	Little	Moderate	Much	Most
1. Trails on safety of physiology caused by Thai massage					
2. Safety of life and property					
3. Disturbing tourists					
4. Destroying vies of tourist sites					
5. Following rules /regulations of Thai Traditional Massagers at tourist seaside resorts					
6. Mark-up charges					
7. Adequate officials to organize training of Thai traditional massagers at tourist seaside resorts					
8. Adequate officials to supervise general peace and order					
9. Adequate budget					
10. Problems of language communication with tourists					

ST 3

FACULTY OF SOCIAL SCIENCES AND HUMANITIES

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INTERVIEWS

**"COMPETENCY DEVELOPMENT APPROACHES ADDRESSING
WORKERS IN THE INFORMAL SECTOR : A CASE STUDY
OF THE THAI TRADITIONAL MASSAGERS AT
TOURIST SEASIDE RESORTS"**

Interviewer (regular script)

Date of interview

Begin from to total minutes

Cooperation of interviewee excellence good
 moderate unlikely

Questionnaire checker date

Encoder date

Code checker date

INTERVIEW FORMAT*

FOR INTERVIEWING SITE PUBLIC OFFICIALS INVOLVING PROMOTION AND DEVELOPMENT OF THAI MASSAGER

General information of interviewee

1. Name
2. Position
3. Office
4. Responsibility
Information of operational problems and limitations in and others
5. You think, how does the office set policy/roles in promoting competency of Thai traditional massagers at tourist seaside resorts?
.....
.....
.....
6. You think, how does the office implement policy/roles in promoting competency of Thai traditional massagers at tourist seaside resorts?
.....
.....
.....
7. You think, how should the office set approaches to develop competency of Thai traditional massagers at tourist seaside resorts?
.....
.....
.....
8. Additional suggestions
.....
.....
.....

* Adapted from Phongsuwan Srisuwan et al. (2002)

9. Necessary potential of Thai Traditional Massagers at tourist seaside resorts should have
- () Knowledge of royal TTM and unofficial TTM
 - () Occupational skills such as communication skills, tourism skills, cleanliness skills, negotiation skills, creativity skills, language skills, customer-oriented skills.
 - () Professional ethics

10. What should be service quality development for TTM?

10.1 Self-development of TTM

.....

.....

.....

10.2 Development organized by public

.....

.....

.....

11. To what level of problems and limitation of TTM?

Problems and limitations	Level of opinions				
	Least	Little	Moderate	Much	Most
1. Trails on safety of physiology caused by Thai massage					
2. Safety of life and property					
3. Disturbing tourists					
4. Destroying vies of tourist sites					
5. Following rules /regulations of Thai traditional massagers at tourist seaside resorts					
6. Mark-up charges					
7. Adequate officials to organize training of Thai traditional massagers at tourist seaside resorts					
8. Adequate officials to supervise general peace and order					
9. Adequate budget					
10. Problems of language communication with tourists					

FACULTY OF SOCIAL SCIENCES AND HUMANITIES

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INTERVIEWS

"COMPETENCY DEVELOPMENT APPROACHES ADDRESSING WORKERS IN THE INFORMAL SECTOR : A CASE STUDY OF THE THAI TRADITIONAL MASSAGERS AT TOURIST SEASIDE RESORTS"

Interviewer (regular script)

Date of interview

Begin from to total minutes

Cooperation of interviewee excellence good
 moderate unlikely

Questionnaire checker date

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INTERVIEW FORMAT FOR TOUR OPERATORS*

1. What are nationalities of tourists?
 - Chinese, Taiwanese, Korean, Japanese British, French, Russian
 - Australian, New Zealand Audi Arabian
2. Gender of tourists
 - male female
3. Age of tourists
 - less than 25 years 25 – 34 years
 - 35 – 44 years 44 – 54 years
 - 55 year and over
4. Tourists' occupations
 - professionals executive, manager
 - businessman employee
5. What service style is the most popular seaside massage for the foreign customers?
 - handed massage
 - oiled massage
 - balm, counterpain massage
 - lotion massage
6. Objectives of seaside massage for tourists..
 - muscular relaxation
 - tension relaxation
 - pain relaxation
7. Reasons the foreign tourists prefer seaside massage (prioritize by serial order)
 - outlook of the massagers
 - dressing
 - cleanliness of devices
 - expertise
 - customer-oriented

* Adapted from Phongsuwan Srisuwan et al. (2002)

8. What is the service quality of Thai massagers at seaside resorts needed improvement to meet the customers' needs?

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.....
.....

9. Are the Thai massagers at seaside resorts honest in price bargaining with customers?

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.....
.....

10. What are problems the Thai massagers at seaside resorts meet with the foreign tourists?

.....
.....
.....

11. Necessary potential of Thai Traditional Massagers at tourist seaside resorts should have

() Knowledge of royal TTM and unofficial TTM

() Occupational skills such as communication skills, tourism skills, cleanliness skills, negotiation skills, creativity skills, language skills, customer-oriented skills.

() Professional ethics

12. What should be service quality development for TTM?

12.1 Self-development of TTM

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.....
.....

12.2 Development organized by public

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.....
.....

APPENDIX E

TABLES OF QUALITATIVE DATA

Thai traditional massagers with distinct performance data (PF 2)

Ser. No.	Sex	Age (years)	Years of work	Competency	Coding
1.	female	60	25	patience, customer oriented, honesty, teamworking, self-improvement	PF 2/1
2.	female	50	13	customer oriented, language proficiency, career knowledge, patience, additional service, self-improvement, honesty, good service, unity	PF 2/2
3.	female	55	20	career oriented, cleanliness, good service-minded, additional service, patience, work oriented, career knowledge, honesty	PF 2/3
4.	female	29	3 - 5	cleanliness, career knowledge, good service-minded	PF 2/4
5.	female	35	12	career knowledge, cleanliness, good service-minded, customer oriented, additional service, language proficiency, career - oriented	PF 2/5
6.	female	53	13	career knowledge, customer oriented, additional service, cleanliness, good service-minded, observant	PF 2/6
7.	male	43	10	career knowledge, language proficiency, unity, good service-minded, customer oriented, cleanliness, teamworking	PF 2/7
8.	female	44	20	honesty, good service-minded, cleanliness, customer oriented, self improvement, patience, face-to-face problem solving, additional service, observant	PF 2/8

Ser. No.	Sex	Age (years)	Years of work	Competency	Coding
9.	female	42	17	customer oriented, punctuality, cleanliness, additional service, career oriented, work oriented	PF 2/9
10.	male	36	10	additional service, cleanliness, career knowledge, customer oriented, good service-minded, honesty	PF 2/10
11.	female	26	7	observant, customer oriented, career knowledge, unity, additional service, honesty, language proficiency, cleanliness	PF 2/11
12.	female	41	18	additional service, career knowledge, customer oriented, career oriented	PF 2/12
13.	female	42	15	customer oriented, honesty	PF 2/13
14.	female	32	8	customer oriented, additional service	PF 2/14
15.	female	28	4	diligence, patience, professional knowledge, customer oriented, good service-minded, additional service	PF 2/15
16.	female	41	7	customer oriented, honesty	PF 2/16
17.	female	31	8	observant, honesty, customer oriented	PF 2/17
18.	male	41	4 – 5	career knowledge, additional service, honesty, cleanliness, customer oriented	PF 2/18
19.	female	52	8	career knowledge, customer oriented, cleanliness, additional service	PF 2/19
20.	female	47	30	customer oriented, career knowledge, cleanliness, self-improvement, career oriented	PF 2/20
21.	male	35	3	career knowledge, cleanliness, additional service, good service-minded,	PF 2/21

Thai traditional massagers with general performance data (PF 3)

Ser. No.	Sex	Age (years)	Years of work	Competency	Coding
1.	female	33	10 months	impatience, sulky, illiteracy, impolite wording, no cleanliness skills, inexperience	PF 3/1
2.	female	29	3	impatience, no customer-oriented, bad looking, likely illiteracy, no cleanliness skills	PF 3/2
3.	female	41	8	Amateur impatience, language problems	PF 3/3
4.	male	35	3	no cleanliness skills, no massage skills	PF 3/4
5.	female	25	2	likely illiteracy, no cleanliness skills no cleanliness skills, inexperience, no massage expertise	PF 3/5
6.	female	39	5	Time cheating, impatience, inexperience e.g. too strong, too light, dirty tools and dirty bed – sheet no customer-oriented (bad service), no additional service-minded	PF 3/6
7.	male	37	4	likely illiteracy, dislike finding customer, impatience, wordless	PF 3/7
8.	male	44	9	likely illiteracy, dislike finding customer, lazy, impatience, no cleanliness skills, no customer – oriented, not punctual	PF 3/8
9.	male	45	6	not punctual, likely illiteracy, impatience, sulky, no cleanliness skills, dishonesty	PF 3/9
10.	male	30	2	no massage skills, likely illiteracy, lazy, no cleanliness skills, impatience	PF 3/10

Foreign tourists data (ST 1)

Ser. No.	Sex	Age (years)	Nationality	Career	Competency	Coding
1.	male	60	American	retiree	cleanliness, massage expertise	ST 1/1
2.	female	52	German	house keeping	cleanliness, massage expertise	ST 1/2
3.	female	54	Norwegian	retiree	honesty, cleanliness, massage expertise	ST 1/3
4.	male	35	German	-	honesty, cleanliness, massage expertise	ST 1/4
5.	male	42	Australian	engineer	cleanliness, customer satisfaction, massage expertise	ST 1/5
6.	male	47	English	businessman	cleanliness, customer satisfaction, massage expertise	ST 1/6
7.	male	64	German	architect	honesty, cleanliness, massage expertise	ST 1/7
8.	male	56	German	businessman	cleanliness, massage expertise	ST 1/8
9.	male	44	Norwegian	businessman	customer oriented, honesty	ST 1/9
10.	female	21	Russia	student	honesty, massage expertise	ST 1/10
11.	male	55	Netherlands	ICT computer	massage expertise, cleanliness, career knowledge	ST 1/11
12.	male	38	Canada	lecturer	massage expertise	ST 1/12
13.	female	45	American	barber	good service - minded	ST 1/13
14.	male	41	German	goldsmith	cleanliness, massage expertise	ST 1/14
15.	female	58	Holland	housewife	massage expertise	ST 1/15
16.	female	62	English	retiree	massage expertise, career knowledge, cleanliness	ST 1/16
17.	female	26	Japanese	student	honesty, massage expertise	ST 1/17

Ser. No.	Sex	Age (years)	Nationality	Career	Competency	Coding
18.	male	23	Canada	fisherman	honesty, language proficiency, customer oriented	ST 1/18
19.	male	39	English	employee	cleanliness, honesty, massage expertise	ST 1/19
20.	female	37	Portuguese	lecturer	cleanliness, career knowledge, customer oriented	ST 1/20
21.	male	12	Portuguese	student	honesty, massage expertise	ST 1/21
22.	male	30	Sweden	professional	customer oriented, massage expertise, language proficiency	ST 1/22
23.	male	54	German	businessman	massage expertise	ST 1/23
24.	male	59	Canada	retiree	massage expertise, cleanliness of instruments	ST 1/24
25.	male	62	English	retiree	cleanliness, massage expertise, honesty	ST 1/25
26.	male	28	Finland	businessman	massage expertise	ST 1/26
27.	male	39	English	businessman	massage expertise	ST 1/27
28.	male	47	English	employee	honesty, customer oriented	ST 1/28
29.	male	50	German	businessman	customer oriented, massage expertise	ST 1/29
30.	female	42	Australian	employee	honesty, massage skills	ST 1/30
31.	female	30	English	consultant	good service-minded, massage expertise	ST 1/31
32.	male	52	Russia	executive	honesty, cleanliness	ST 1/32
33.	male	58	Norway	businessman	massage expertise, honesty, cleanliness, customer oriented	ST 1/33
34.	female	50	English	housewife	cleanliness, massage expertise	ST 1/34

Administrative officers data (ST 2)

Ser. No.	Sex	Age (years)	Career	Competency	Coding
1.	male	48	administrative	massage proficiency, smiling, respectful, customer satisfaction	ST 2/1
2.	male	42	administrative	language proficiency, honesty	ST 2/2
3.	male	45	administrative	cleanliness, honesty, customer satisfaction, smiling, punctuality	ST 2/3
4.	male	41	administrative	respectful, cleanliness	ST 2/4
5.	male	52	administrative	cleanliness, customer satisfaction, language proficiency	ST 2/5

Operative officers data (ST 3)

Ser. No.	Sex	Age (years)	Career	Competency	Coding
1.	female	54	operative	smiling, massage proficiency, respectful, career knowledge, language proficiency, self development, honesty	ST 3/1
2.	male	42	operative	honesty, respectful, cleanliness, massage proficiency, language proficiency	ST 3/2
3.	male	38	operative	cleanliness, customer satisfaction, language proficiency	ST 3/3
4.	male	35	operative	career knowledge	ST 3/4
5.	male	32	operative	career knowledge, honesty, cleanliness, language proficiency, customer satisfaction, tourism skills	ST 3/5
6.	male	40	operative	customer satisfaction, cleanliness, language proficiency, tourism skills, honesty	ST 3/6

Ser. No.	Sex	Age (years)	Career	Competency	Coding
7.	male	34	operative	career knowledge, honesty	ST 3/7
8.	male	29	operative	career knowledge, honesty, customer satisfaction, cleanliness, tourism skills	ST 3/8
9.	male	33	operative	tourism skills, cleanliness, customer satisfaction	ST 3/9
10.	male	37	operative	career knowledge, cleanliness, customer satisfaction, language proficiency, honesty	ST 3/10
11.	male	41	operative	language proficiency, honesty	ST 3/11
12.	male	30	operative	career knowledge, honesty, language proficiency, cleanliness, customer satisfaction, tourism skills	ST 3/12

Tourist agency, foodshop owners, canvas bed owners data (ST 4)

Ser. No.	Sex	Age (years)	Career	Competency	Coding
1.	male	40	tourist agency	massage proficiency, customer satisfaction, cleanliness of instruments and dress, language proficiency, tourism skills	ST 4/1
2.	female	38	tourist agency	career knowledge, customer satisfaction, massage proficiency, cleanliness, honesty, language proficiency, tourism skills	ST 4/2
3.	male	38	tourist agency	customer satisfaction, massage proficiency, career knowledge, honesty, language proficiency, cleanliness, tourism skills	ST 4/3
4.	female	38	tourist agency	career knowledge, honesty, customer satisfaction, language proficiency, cleanliness, massage proficiency	ST 4/4
5.	male	38	tourist agency	massage proficiency, cleanliness, language proficiency, honesty, tourism skills	ST 4/5

Ser. No.	Sex	Age (years)	Career	Competency	Coding
6.	female	70	foodshop owners	massage proficiency, career satisfaction, cleanliness of instruments and dress, honesty, economize, patience	ST 4/6
7.	female	70	foodshop owners	Cleanliness, massage proficiency, patience, honesty	ST 4/7
8.	female	70	foodshop owners	career knowledge, massage proficiency, cleanliness, patience, honesty	ST 4/8
9.	male	65	canvas bed owner	career knowledge, honesty, cleanliness, economize	ST 4/9
10.	male	65	canvas bed owner	cleanliness, career knowledge, economize, honesty	ST 4/10
11.	male	65	canvas bed owner	honesty, economize, cleanliness, career knowledge	ST 4/11
12.	male	65	canvas bed owner	career knowledge, patience, honesty, cleanliness	ST 4/12

BIOGRAPHY

NAME	Major General Surapee Hemvanich
DATE OF BIRTH	4 September 1947
PLACE OF BIRTH	Pattani, Thailand
INSTITUTIONS ATTENDED	Thammasat University, 1965 – 1970 Bachelor of Liberal Arts (Linguistics) Chulalongkorn University, 1997 – 1999 Master of Public Administration Mahidol University 1999 – 2005 Doctor of Philosophy (Population Education)
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