

ABSTRACT

Title of Dissertation	Key Psychological Determinants of Staff's Job Performance in Department of Tourism (Thailand)
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Department of Tourism under authority of Ministry of Tourism and Sports has its mission in development of tourism services and tourism sites standards as well as promotion of standardized tourist businesses and tour guides in order to make Thailand's tourism well-known and sustainable, which produce contributions to economic, social, and cultural development of the country. Performance of the staff working in Department of Tourism affect the services provided to tourism and related sectors in Thailand.

This study has its objectives as 1) to identify the key psychological determinants of overall job performance of staffs in Department of Tourism in Thailand, and 2) to explain the relationship levels of the identified psychological determinants of overall job performance of staffs in Department of Tourism.

The data were collected via self-administered questionnaires completed by employees in Department of Tourism in Thailand. The population of this study consisted of 232 employees. The usable data were received from 143 respondents, representing 61.64 percent of the target in June 2012.

The instrument was composed of 3 sections comprising personal data, factors affecting job performance, and job performance dimensions. The psychological variables that were studied for their influences on job performance are employee empowerment, job motivation, and job satisfaction. Job performance components in this study are task performance, contextual performance, and adaptive performance. The five-point Likert Scale was used to determine the degree of agreement of each item.

Stepwise Regression Analysis was conducted to investigate the significant determinants of job performance. The findings from this research provide evidence as follows:

1) Employee empowerment positively affects overall job performance and all three performance dimensions.

2) Job motivation positively affects overall job performance and all three performance dimensions.

3) Job satisfaction has no significant effect on overall job performance and all three performance dimensions.

This dissertation recommends that employee empowerment and job motivation should be highly taken into consideration of the Department of Tourism management and executives and Thai Public organizations' policy makers in formulation of applicable strategies to empower and motivate their staffs more, which will lead to the employees' better performance at work and consequently better services to the public and the country.