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KEY WORD : MINIMUM WAGE, CHANGE MANAGEMENT

NOPPARAT SIWARAT : THE EFFECT OF THE INCREASED MINIMUM WAGES ON A
3-STAR MEDIUM SIZE HOTEL IN BANGKOK; CASE STUDY : ALL SEASONS GOLD ORCHID
BANGKOK HOTEL. INDEPENDENT STUDY ADVISOR : ARDIPORN KHEMRANGSAN, Ph.D. 53
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The objective of this research paper is to examine decisions of the Management of All Seasons Gold Orchid Bangkok Hotel concerning the increased minimum wage; how they manage changes occurring in the organization, the implementation process of new policies set by the Management including factors that make the implementation of change successful or fail, and employee reaction towards those policies as well as effects of the increased minimum wage on the hotel operation.

Qualitative research method, specifically case study, is used to conducted the research in order to obtain rich detail in the hotel planning as well as managers and staffs attitude and opinions.

The new minimum wages law affects the hotel payroll expense and financial result. To overcome this problem, the management comes up with 3 strategies. The hotel has to earn more revenue by using Yield Management to increase occupancy and average room rate. The hotel also has to control number of staffs so that they can control payroll expenses. Another strategy is to decrease other expenses in hotel operation and control departmental expenses.

Implementing these three strategies causes changes in the hotel. To effectively manage the changes, Strategy Formulation, Communication, Human Resource, Culture, Resistance to Change and Rewards & Control should be taken into consideration.

The result shows that the Executives of All Seasons Gold Orchid Bangkok Hotel can moderately manage the changes. The hotel has a good leader, the GM, to lead the organization towards the changes. Organization structure and culture also support changes. In addition, rewards and control help motivate staffs to put forward their best performance. Nevertheless, room for improvement can be found in communication, resistance to change and human resource.



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