

Housekeeping, Human Resources: Competency Service Standard Management for Hotel Business in ASEAN

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Abstract—This research aimed to identify and study international benchmark service sequences for housekeeping room attendance and also investigated the housekeeping service quality via the gaps between guest expectation and actual perceived satisfaction. The objective of this research was to develop housekeeping room attendance human resources and increase the competitive advantage of Thai graduates so that they would be able to effectively work across the ASEAN Economic Community (AEC).

The conceptual framework is the study of housekeeping service quality based on five dimensions of SERVQUAL framework. Mixed methodology was used in this study. First, a qualitative study of standard housekeeping room attendance service sequences via the in-depth interview with professional housekeepers from Four Seasons Resort and Hotel Chiangmai, Banyan Tree Phuket and the Siam Kempinski Bangkok cooperated. Second, the quantitative study of gaps between satisfaction and the expectation on housekeeping service quality. Using 250 bi-lingual questionnaires to collect the data from non-probability samples, living in the hotels mentioned above. Mean and standard deviation were used to rank and compare each dimension of service quality. ANOVA inferential statistic was used to analyze guest expectation score according to different aims of stays.

From professional point of view, the housekeeping room attendance standard service sequences (HSSS) were discussed and concluded into ten logical steps. These steps of room attendant's service sequences were then proven successful with high satisfactory ratings by the clients. The statistic result demonstrated that group business have average score on overall expectation less than others, they paid more attention into the tangible dimension. The expectation scores on each dimension a little bit higher than real perceived satisfaction. The customers rate the most importance service as housekeeping assurances, then housekeeping reliabilities, tangibility, empathy and responsiveness (in decreasing order) This is can be seen as a gap and an opportunity for growth in housekeeping human resources.

Index Terms—Hotel Business, Housekeeping, Service Quality, Standard.

I. INTRODUCTION

Thailand is well recognized as one of the most attractive tourist destinations. The statistics of GDP of the country from Tourism Authority of Thailand (TAT) illustrate that tourism has pay a crucial role in the economic. The Tourism Authority has spent many years creating the image and value of Amazing Thailand. Although, the political situation may weaken the image and reputation of the country, the

government still attempts to push many tourism and service recovery programs including encouraging quality people to grow service industry.

Developing and managing human resources, emphasize hospitality of Thai people was considered to strengthen service sector in Thailand.

Lancaster claimed that the hospitality industry, especially hotel business is generates the second large amount of income after retail business for Thai tourism economy [1]. Thailand offers a variety of destinations, resources and accommodation services from low price bungalows to the high-end hospitality such a service apartment, and five-star hotels. Hospitality and tourism businesses have grown and developed very rapidly in the last decade with many internal and external investors [2].

As Thailand will become a member of ASEAN economic community (AEC) in 2018, there will be many opportunities and also threats from competitors within the same market. The members are empowering their tourism strategies both individually and through partnership. ASEAN Tourism Ministers Meeting (M-ATM) [3], [4] refers to the adaptation of Mutual Recognition Agreement (MRA) on tourism professionals that will increase the equality of tourism human resource and will facilitate the mobility of tourism professionals within the region using the ASEAN Minimum Competency Standards for Tourism as the basis.

Delivering quality service is one of the major challenges facing hospitality employees. This challenge will be an essential condition for success in the emerging, keenly competitive, international hospitality market. Then, service quality in specific area of housekeeping was captured as housekeeping human resources managing and developing. Travel & Tourism Competitiveness Report [5] claims included poor language ability, communication skills, lack of property maintenance, unreliable service, poor systems and poor sanitation are consider as poor conditions comparing to direct counterparts in Asia such Singapore and Malaysia for examples. Offering consistent and excellent services will not help only Thailand's hotels to meet the international standard but also increasing its international competitiveness. China also challenging to complete the ASEAN segment as same market with competitors in Asia-Pacific regions, which highly esteemed on the sophisticated hotel industry with the similar product but better in services [6].

The hotels have also facing the situation of lacking qualified employee that could provide service on international service standard. The housekeeping staffs in Thailand are mostly unwell educated old generation woman. It affected to the image of housekeeping job which became lower leveled, hard and poor. Then the new generation avoids the area of housekeeping, affecting lack of skilled

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Housekeeping Human Resources Competency Service Standard

JE Gale



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