

Adaptation in working across cultures of Thais and foreigners in the hotel business group, Phuket Province

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Abstract

This study aims to 1) To study organizational culture to adapt to work across cultures of Thais and foreigners in the Phuket hotel business group. 2) To study adaptive interpersonal communication in cross-cultural work of Thais and foreigners in the Phuket hotel business group. Keywords: Always learning to adapt corporate culture 3) To study the learning of adults adapting to work across cultures of Thais and foreigners in the Phuket hotel business group. 4) To study cross-cultural learning, adapt to work across cultures of Thais and foreigners in the Phuket hotel business group conducted research by means of in-depth interviews. as a data collection tool A sample of 10 Thai and foreign employees working in the front desk of a hotel in Phuket, consisting of 5 Thais and 5 foreigners, were participants in the research. The study found that Factors affecting the learning process Employees in each department have opinions in the same direction, that is, they must learn about each other's culture starting from adjusting their understanding. or trying to understand others Always learning to adapt exchange of information or common culture The study of cultural data in the organization

Keywords : Adaptation and working across cultures

Introduction

In the age of globalization society make this world connected Whether it is in economic, social, political, environmental and technological aspects, where culture is another side that is influenced. make changes all the time Because every human being has encountered different differences and cultural diversity from which he was familiar and learned. Therefore, human beings need to be educated in order to understand this difference. To be able to cope and respond to changes that occur effectively nowadays, especially foreigners who are more interested in traveling to work in Thailand. From the statistics of foreigners living and working in Thailand according to the Thailand Migration Report. (Harkins,2019) It was found that the number of foreign employees who are legally allowed to work in Thailand, both high and low skilled workers in 2018, reached 4,010,432 people. Skilled workers such as Japan, China, America, France, Australia, etc. have continued to increase from 127,928 people in 2014 to 136,542 people in 2017, but traveling to work abroad will cause people to face conditions. surrounding Different cultures are

inevitably unfamiliar. cause the work of foreigners to have a higher failure rate (Downling, Festing, & Engles, 2008; Malek & Budhwar, 2013).

Adapting to Thai and foreign hotel staff which is diverse in terms of culture in the first period, foreign employees came to work. must face differences and a variety of cultural environments such as work, life, language, etc., even though Thai and foreign hotel staff with knowledge expertise and have studied social data and the environment of the new culture as well but meeting and talking with foreign friends from different countries, languages, and cultures are all considered challenging. changes in such manner Causing Thai and foreign hotel staff to learn to adapt to the environment. make new friends which if unable to adapt to the environment in the new culture Will affect the lifestyle, mental state, work and will cause many worries. It will inevitably be stressful.

For this reason, it is interesting to study how both Thai and foreign hotel staff have learned to adapt to working across cultures. In order to reduce the problems of employees due to the inability to adapt to work in organizations with cultural differences. There are few hotels in the hotel business in Phuket despite the number of hotels increasing every year. For the reasons mentioned here Made the researcher aware of the importance of adaptation in the work across cultures of hotel staff. Especially with hotel staff among Thais and foreigners. that Thai and foreign employees have to work with employers or foreign colleagues. Therefore, learning processes for adaptation in cross-cultural work must be studied. In order to bring information from the study to create benefits for agencies or business organizations in the culturally diverse tourism industry to understand more. To adapt to work across cultures of Thais and foreigners in the Phuket hotel industry.

Research Objective

1. To investigate organizational culture to adapt to work across cultures of Thais and foreigners in the Phuket hotel business group.
2. To study adaptive interpersonal communication in cross-cultural work of Thais and foreigners in the Phuket hotel business group.
3. To explore the learning of adults to adapt to work across cultures of Thais and foreigners in the Phuket hotel business group.
4. To study cross-cultural learning to adapt to work across cultures of Thais and foreigners in the Phuket hotel business group.

Research Methodology

This research is qualitative research. by following the steps as follows:

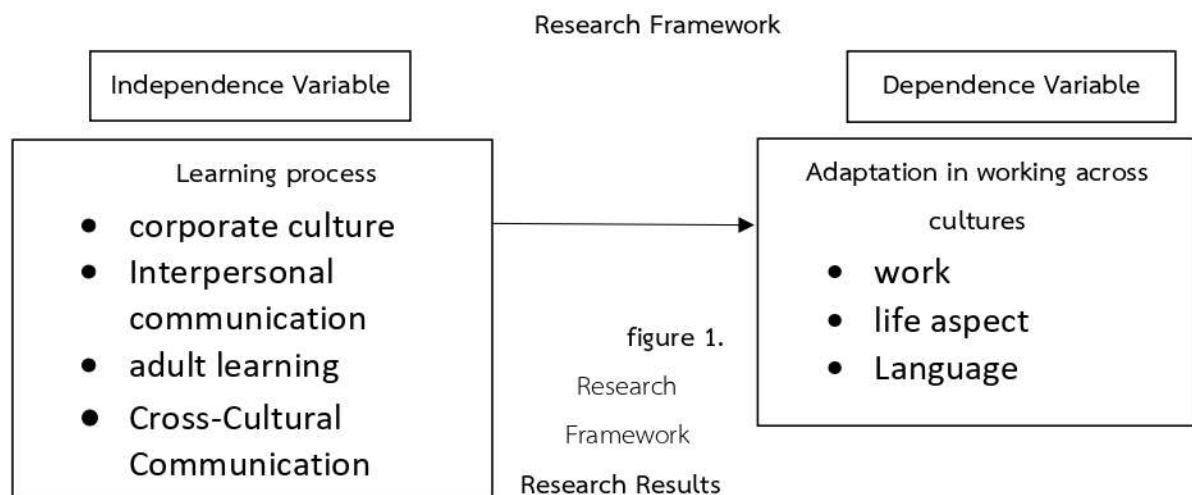
1. Methods for selecting the samples in this study. Researchers selected by purposive sampling

were Thai and foreign hotel workers working in the department. Hotel Front Service in Phuket, there are 10 people, 5 foreigners and 5 Thais.

2. Tools used to collect data is an in-depth interview, divided into 2 parts: part 1, in-depth interview results that affect the learning process, and part 2, in-depth interview results on cross-cultural work adaptation among Thai and foreign employees. NATIONAL IN THE HOTEL BUSINESS IN PHUKET

3. Data collection qualitative research, the researcher conducted data collection by interviewing 10 people who are Thai hotel staff and foreigners working in the front department of the hotel, Phuket Province.

4. Data analysis, the researcher uses the information that he found from the research papers. And the data from the sample interviews were studied and analyzed according to various factors and analyzed the important points obtained from the interviews, then used to capture the main points and summarize the research results by descriptive methods.



The research results of this research is a qualitative research. The research area is Thai hotel staff and foreigners working in the department. Hotel Front Service in Phuket, there were 10 people, 5 were foreigners and 5 were Thai, using a specific interview method.

6.1 The concept of adult learning (Adult Learning). Should consider and pay attention to the motivation to learn (Motive to Learn), that is, people will learn better if they have a desire to learn that. The learning environment must be comfortable, appropriate, trustworthy and respectful. It should take into account individual learning needs and learning styles and must take into account prior knowledge and valuable experience; consider and give importance to learning content and activities; to give importance to realistic problems (Realistic Problems) and application Applying learning to problem-solving requires attention to both the intellectual and physical involvement in learning activities. There should be ample time for learning, especially for learning new information, practicing new skills, and changing attitudes. Provide opportunities for practice until good results or application of knowledge and allow learners to show



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their potential or competence in learning Until he saw progress that he could achieve his goal (Wattanawong, 2004).

6.2 The concept of adaptation (Adaptation) The person wants to adapt to life to work with a culture that is different from their own, it requires adaptation in four aspects: 1) the physical is Do activities that relieve stress such as meditation, watching movies, listening to music, hanging out with friends. 2) The self-concept aspect is attitude adjustment. self-confidence, esteem in oneself and accepting the truth, 3) the role aspect is acceptance if there is a boss who is younger than yourself, and 4) the interdependence aspect is having a good relationship with colleagues. culturally different employers or bosses Offer help if you can help others. and ask for help in what they are unable to do as well It was found that if individuals can apply adaptive methods based on the concept of Roy and Andrews (1999) in working environments with different cultures. It will allow that person to live either study or work happily.

6.3 Organizational culture concept (Organizational Culture) Working in an organization or organization that is culturally different requires adaptation to the organizational culture that has common practices within that are considered as a good role model that makes people in the organization realize that good Able to work together amid diversity which will help prevent conflicts within the organization (Thongsut, 2009; Robbin, 2007).

6.4 The concept of interpersonal communication (Interpersonal Communication) Interpersonal communication is an important factor in the process of human communication, which Erickson, R. (2016) stated that Interpersonal communication is communication that consists of two or more people communicating in a face-to-face manner. Person-to-Person and Sabee, C. M. (2015) define interpersonal communication as one that involves seeking out social situations in which individuals face-to-face and interact by exchanging verbal and non-verbal signals. Verbal language emphasizing five important characteristics of interpersonal communication: 1) there must be at least two people in the situation; Each person is aware that there is another person in that situation as well 2) There is interdependence in communication between 3) Messages to be communicated are exchanged 4) Messages communicated are encoded verbally or Nonverbal 5) There is no fixed form of communication. Both informal and always adaptable. Interpersonal communication in multicultural organizations It is even more necessary to adapt to working conditions like this. In order to understand the transfer of ideas, feelings, knowledge and to exchange roles in sending messages for both receivers and messengers to create mutual understanding of both parties working in the tourism industry such as hotels It requires interpersonal communication skills. (Interpersonal Communication) is very much because it is an activity that is done together between two people, or maybe more than two people, as one's messenger and receiver of the other party, which will cause communication together. feelings, opinions, to achieve the intention and mutual understanding of both parties (Berger & Roloff, 2019). Hotel work is considered a service that must provide services to meet

the needs of customers. achieve the highest satisfaction (Lu, Capezio, Restubog, Garcia, & Wang, 2016; Madan, Fallon, & Kippist, 2016).

6.5 Concepts of cross-cultural communication (Cross-cultural Communication) communication between people in organizations with cultural diversity. It is even more necessary to adapt to working conditions like this. In order to understand the transmission of ideas, feelings, knowledge and the exchange of roles in sending messages for both receivers and messengers to achieve mutual understanding of both parties when individuals can create adaptations in can communicate between people who are different It is considered to be able to overcome the obstacles in work adaptation to a certain extent. But interpersonal communication sometimes inevitably requires cross-cultural communication, especially in the tourism industry where personnel must be ready to serve customers with different cultures and different needs. so cross cultural communication It is a process of communicating between people of different cultures, races, religions, languages to create a good understanding of both parties in order to achieve the objectives of doing activities together (Elliot & Papadopoulos, 2016; Iniesta-Bonillo, Sanchez-Fernandez. , & Jimenez-Castillo, 2016; Sabiote-Ortiz, Frias-Jamilena, & Castaneda-Garcia, 2016; Stauss, Baron, & Baron, 2016).

Research Discussions

From the study of adaptation in working across cultures of Thais and foreigners in the hotel business in Phuket can be summarized into 2 main issues for discussion as follows:

1. Learning process for cross-cultural work among Thai and foreign employees in Phuket hotel business

The 4 aspects of the learning process are organizational culture interpersonal communication adult learning cross cultural communication with the adaptation in working across cultures of Thais and foreigners in the hotel business in Phuket, it was found that foreign and Thai employees have the same opinion in the direction of learning each other's cultures starting from understanding or trying to understand others Always learning to adapt exchange of information or common culture Further study of corporate culture with colleagues on food culture and well-being self-development or even offering opinions on restructuring the organization to form the basis of a collaborative learning process because when employees have learned to adapt to each other These important things that help employees work together in harmony, understanding each other, being united, will result in love and understanding. and make work more efficient

2. Adaptation in working across cultures for Thai and foreign employees in Phuket hotel business

Adaptation in 3 aspects, namely work, life, language, and adaptation in working across cultures of Thais and foreigners in the hotel business group in Phuket, it was found that foreign and Thai employees have Opined in the same direction, namely in terms of work. There should be learning and adaptation in



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working across cultures to solve problems. In the work, it is necessary to constantly develop yourself. There is coordination with colleagues in different departments and departments. The work must be well planned and working procedures in order to get the job done. in terms of living, it was found that employees would focus on adapting and developing relationships with employees together. The last aspect is the language aspect. It was found that employees pay attention to research and study more about foreign languages because Each language has its own difficulty. both in listening to different accents or even a lot of words that are difficult to remember Therefore, it is necessary to constantly research for information in order to open up opportunities for wider perspectives.

Summary of Research Results

For the learning process for cross-cultural work among Thai and foreign employees in Phuket hotel business as aspects of the learning process are organizational culture interpersonal communication adult learning cross cultural communication with the adaptation in working across cultures of Thais and foreigners in the hotel business in Phuket, it was found that foreign and Thai employees have the same opinion in the direction of learning each other's cultures starting from understanding or trying to understand others Always learning to adapt exchange of information or common culture Further study of corporate culture with colleagues on food culture and well-being self-development or even offering opinions on restructuring the organization to form the basis of a collaborative learning process because when employees have learned to adapt to each other These important things that help employees work together in harmony, understanding each other, being united, will result in love and understanding. and make work more efficient Moreover, the adaptation in working across cultures for Thai and foreign employees in Phuket hotel business in 3 aspects, namely work, life, language, and adaptation in working across cultures of Thais and foreigners in the hotel business group in Phuket, it was found that foreign and Thai employees have Opined in the same direction, namely in terms of work. There should be learning and adaptation in working across cultures to solve problems. In the work, it is necessary to constantly develop yourself. There is coordination with colleagues in different departments and departments. The work must be well planned and working procedures in order to get the job done. in terms of living, it was found that employees would focus on adapting and developing relationships with employees together. The last aspect is the language aspect. It was found that employees pay attention to research and study more about foreign languages because Each language has its own difficulty. both in listening to different accents or even a lot of words that are difficult to remember Therefore, it is necessary to constantly research for information in order to open up opportunities for wider perspectives.



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Recommendations

Recommendations for applying the research results

1. Work adaptation should begin with an understanding of colleagues who may differ in culture.
2. From a study of work adaptation across cultures of Thais and foreigners in the hotel business group in Phuket. found that employees are ready to learn and understand foreign cultures Therefore, organizations should encourage learning about the culture of employees of each race.

Recommendations for further research

1. Should expand the scope of the population to be diverse. in order to get more broad and useful information
2. Self-improvement should be studied in order to work together across cultures.

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