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Guidelines for Disabilities' career in Tourism Industry, Chiang Mai Province¹

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Abstract

This research aimed develop the employment guidelines of the disabled workers within tourism industry in Chiang Mai. The data were collected through interview, observations and questionnaires. The 400 disabled people were sampled through purposive sampling. While 109 tourism businesses in Chiang Mai were choses through simple random sampling. Data were analyzed through descriptive statistics i.e. frequency, percentage, and mean, and qualitative analyzed. The results showed various positions those disabilities people would like to be hired in tourism industry such as boutique attendant in tourist attractions, public area attendant and bell-man in hotel business, shop keeper and production staff in souvenir retailing. However, the disabled lack of confident to work in tourism industry negatively. Therefore, employment guidelines in tourism industry are the increasing of disable works, reliable abilities to business owners, and increasing knowledge and skills in tourism industry in order to create disable workers' capabilities. This would gain acceptance and confidante toward disabled workers' abilities. Furthermore, supporting from Public and Private sectors to the properties, that have disabilities staff working for them, can increase more potential to disabilities to work like others.

Keywords: Career in Tourism Industry, disabilities.

1. Introduction

Tourism is the economic activity that makes a lot of money for the country. From the various kinds of sourcing combine with many tourist attractions and facilities, it makes the country gains fame and also being the most favorite destination for tourists from all around the world especially Chiang Mai. Chiang Mai is one of the best locations in Asia which is rewarded by travel magazines and associations, such as Conde' Nast Traveler 2012, Traveler's Choice Destinations awards 2013, the World's Best City awards 2013. There are many tourist attractions around the city including natural locations, art and cultural also traditional ways of life and tourist constructions

which are manmade properties. There are a lot of activities and so on. These things are attracted by domestic and foreigner who like to enjoy traveling and come through in each year. These bring more development to public utilities to absorb tourism expanding. Many attractions were spreading and bring career opportunities to local people. Even though tourism business brings many good things, but also impacts directly to the community especially differentiate living society, equality between local people and visitors, lacking of advantage to reach sources and wrong understanding social capitalized. So, it brings some problems from these kinds of things. (Asian Center for Tourism Planning and Poverty Reduction, 2006) People with disabilities as a group often face discrimination and deprivation of basic services in general. Such as health education opportunities for employment. (J Somavia, 1999)

We realized the reason of human right to dwelling equally. We who believe in equality that every human being should has the right and welfare for equality of life and soul in terms of independence and prestige through sustainable economic. Everybody can be socialized equally and to be treated as same as each other (International Labor Organization, ILO, 2004). According to Constitution of the Kingdom of Thailand, 2007, section 30, said: “Every person should be equal under laws and obtain protection by laws, man and woman are equal, to be treated differently by origin, nationality, language, gender, age, disabilities both physical and health, economic or social status, religious beliefs, educations or political opinions which are not contrary to the constitutional provisions shall not be made”. It shows people have a right to be treated equally not even dwelling but also career and doing what is not contrary to law. But, we still had an unfair situation in human right and living. Some people are treated unequally and to be looked down especially disabilities people who always be treated differently. It affects their confidence and attitude to be wrong both surroundings and themselves.

In fact, the disabled is the one who can live normally, comparing to the others. If we arrange an appropriate job for them, and put them in convenient roles will bring equality and honor to the disabled and also better their health and mind. From studying by

Professor Wiriya Namsiribhongbhan and Assoc. Prof. Dr. Churai Dhapbawong, (2014) found the disabled which is more than 15 year-old in 2007, there are more than 638,994 disabled or 1.7% who have a job. That is very low capacity if we compare to normal workers which are 37,706,845 or 98.3% and the countryside disabled have more jobs than the one in the city (86.6% and 13.4% sequentially) Comparing to normal people, we can see a huge gap between the disabled and normal people are pretty much different. Furthermore, the research of National Statistic in 2007, discovered the disabled who earn less than THB 4,000/month which is more than half of them or 64.0%, and less than THB 13,000/month is just 1.63%. It reflects the economics of disabilities, poverty is inevitable, because of equality and acceptance to their capabilities.

Business in tourism industry has a lot of involve joining and relating to many group of people. Some jobs need specific skills to operate. Workers have to be professional. But some jobs need multi-tasks skills to handle. These service jobs can be run by ordinary people and also the skilled disability as well. Bringing the disabled employee to join the business is a proper thing that prove their abilities and the business owners can show their responsible to the society and doing the right thing under the act and improve the lives of people with disabilities, 2007. Establishments, both public and private sectors should be restricted.

From the studying, found the opportunity to get a job for the disabled is low. Mostly, the disabled have their own business without employee. Most of their career is based on agriculture 55.2%. Serviced career is 32.4%, separated into service agent and store keeper 8.9%, craftsmanship and others are 10.0%. And basic career in selling skill, service skill and labor are 13.5%. (National Statistic, 2007) Empirical evidence, however, shows that persons with disabilities have high performance ratings and retention rates, as well as better attendance records than their colleagues without disabilities. In addition, the cost of accommodating workers with disabilities can be minimal, with most requiring no special accommodation at all. Studies have shown that there are other benefits to employers of persons with disabilities, such as improved workforce morale and increased customer goodwill.

(United nation enable, 2007) It shows the capabilities of the disabled who can work normally in tourism industry. Combining with some rules that support the disability to join the tourism business, it is mostly services job. That is one of the things that improve their well-being from the jobs. And let them earn like others in terms of valuable and honor to live in society. It makes them realized in opportunities and abilities to dwell among people, having self-esteem. Giving opportunities to the disabled to join tourism business by Chiang Mai Government that has 32,461 disabled (National Office for Empowerment of Persons with Disabilities, NEP, 2013) which is the destination where attractions were discovered. There are many business in related fields and contains a lot of disabilities persons; compare with the others tourist destinations, Chiang Mai is the best location to be studied in terms of career development for disabilities people in tourism industry.

2. Objectives

1. Study for the disabled' needs, to work in tourism industry.
2. Study the opinions of business owners in tourism industry towards the suitability position for the disabled.
3. Aimed develop the employment guidelines of the disabled workers within tourism industry in Chiang Mai.

3. Research Methodology

1. To study for the disabled' needs, to work in tourism industry by sampling specifically by collecting data from blind, deaf and dumb 400 disabled, from observations and data collecting by doing research, in association with "Chiang Mai Traditional Massage Association of the Blind", "Global Campuses Foundation", "Disabled Friends Club", "Yard-Fhon Vocational Rehabilitation Center for the disabled", and "Sankampang district Municipal". Visiting their habitat, meeting the disabled in vocational training courses and establishment, joining to give free allowance for the disabled, and also participate in International Day for The Disabled, to meet and observe also collect questionnaires. Understanding their recently dwell and careers, participations and

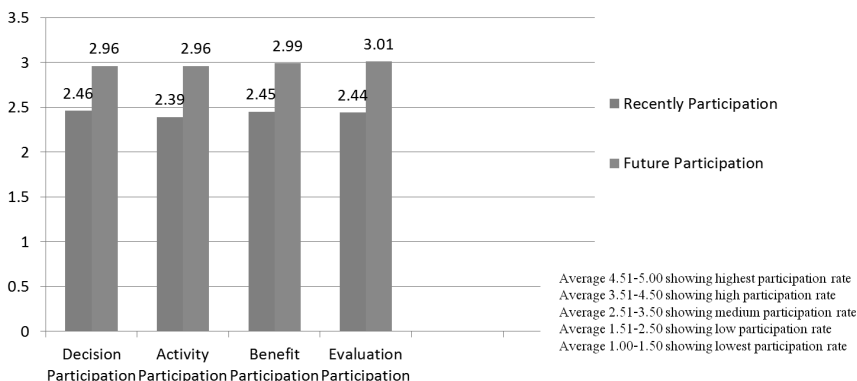
interesting to the selection of hospitality jobs in tourism industry. And study the opinions of business owners in tourism industry towards the suitability position for the disabled, from 109 properties which are the member of Chiang Mai Tourism Association by simple sampling. Questionnaire is all about the suitable position and nature of participant of the disabled. The data were collected through interview, observations and questionnaires. The 400 disabled people were sampled through purposive sampling. While 109 tourism businesses in Chiang Mai were chosen through simple random sampling. Data were analyzed through descriptive statistics i.e. frequency, percentage, and mean, and qualitative analyzed.

2. To develop guidelines for disabilities career in tourism industry from documents analysis, observations relevant interview and small group discussion from stakeholder for disabilities career in tourism industry.

4. Result

1. From studying the disabilities' need to work in tourism industry found 400 disabilities have the opportunities to work in low state. But, there are increasing amounts of them to be a part of tourism industry in decision participation, activity participation, benefit participation and evaluation participation . (picture 1)

Picture1: The comparison of mean from disabilities opinions between recently participation and future tendency.



When studying the disabilities' need, we found just only 5 positions the disabled wants to be in tourism industry, for instance, maids and bell-man in hotel business, shop keeper and production staff in souvenir retailing and boutique attendant in tourist attractions.

These are a few amounts than the other positions in tourist business that use high amount of staff. From studying the attitude towards the disabled opinions (_Table1_) found the disabled knows how to serve the client in the right way with sequence of service, how to deal with complaints, tactically speaking to express and communicate in services, and having some experiences. But, when criticizing the attitude towards services minded, self-esteem and training also relationship and team-work skill, although the disabled shows the high average in attitude, but also need more trainings, specific knowledge and experiences.

Table 1: The mean standard deviation and the opinions about the visual continue to themselves in the service of the disabled

Service Attitude	\bar{X}	S.D.	Opinions
1. You are proudly to be a good advisor and helper.	4.12	0.84	High
2. You are always willing to help others.	4.04	0.92	High
3. You are calm and patient.	4.03	0.98	High
4. You are good interpersonal relations.	4.00	0.93	High
5. You can be a 'team-worker'.	3.99	0.87	High
6. You are responsible to your mistake.	3.90	0.88	High
7. You like to learn and improve yourself.	3.88	0.88	High
8. You are punctual.	3.88	0.92	High
9. You always dedicate yourself to accomplish the task.	3.88	0.92	High
10. You are always willing to observe surroundings.	3.86	0.82	High
11. You would like to interact with others.	3.84	1.00	High
12. You acknowledge your faults and always willing to solve it.	3.82	0.84	High
13. You love services.	3.75	1.05	High
14. You would like to improve your job to satisfy others.	3.75	0.88	High
15. You would like to find a new way out to improve your routine jobs.	3.72	0.94	High
16. You have services skills.	3.36	0.99	Medium
17. You have tactical to interpret and communicate.	3.32	0.96	Medium
18. You have working experience in services.	3.31	1.09	Medium
19. You know the right services.	3.29	0.95	Medium
20. You have the great way to deal with complaints.	3.27	0.91	Medium

So, when criticizing the reason why the disabled lack of confidence to work in tourism business, from observations and communications, we can separate the disabled into the big two groups toward their disabilities such as the congenital and the disabled later. Thus, the types of them and education opportunity are effects their confidential as following.

1.1 The congenital is mostly live normally, well-being and doing routine actively. Education is what differentiates them from another. Because some of them have only basic education since they were young. But, when they grow up, the acceptance to the system is hard to define. That is why some of them need to drop out from school. While another has a similar education to normal people both general classroom and special courses for the disabilities in school. The disabled later mostly has a great attitude to live their lives. They have vision and never under estimate themselves. They are confidence to work with others and full of capabilities. They love to participate in any activities, shared benefit, and evaluation, which is different from the congenial ones. The first groups like to live a repeated life and afraid to go further from their neighbor. Moreover, if they have to be socialized, they are paranoid and nervously interpret. They hate interaction with other peoples.

Because they are might a bit too under estimate themselves, combining with less experiences to join outer edge society. This group of disabilities feels uncomfortable, lacking of the social skill, and limited to involve in anything. Besides, some of them have no confidence to join with others and not to have their own space in society. Confidential and Assertive are the personal appearance that can be adjusted and improved if the disabled have a good thought and mind, accepting through the differences, confidence and willing to prove themselves. They need sustainably trainings and have to be open-minded person.

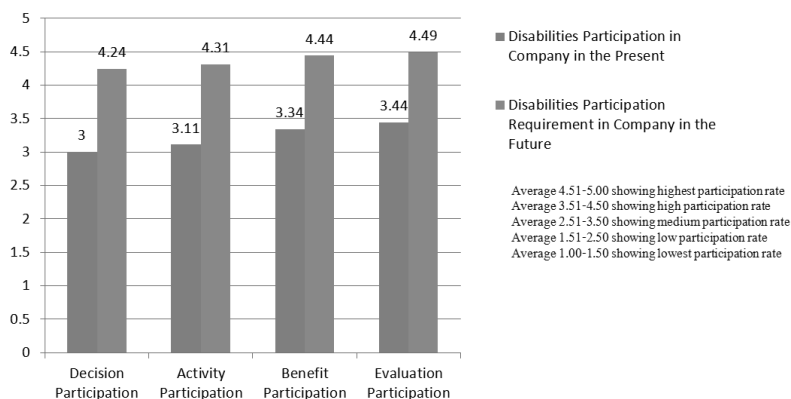
1.2 The disabled later, from studying found that most of them are accidentally happens from injuries, physical disability or broken. Thus, it ruins their body parts; somehow, they need to cut their organ off. This kind of disability mostly gets a great attitude to live among others. They believe they have abilities and strong enough to improve

their skills continually. Although some of them have a depression from very first disability, but also adapt to live with contrast. They love to join activities and also to work normally like others.

2. The business owner's opinions from tourism industry towards the suitable positions for disabilities' career, from 109 properties in Chiang Mai .

Nowadays, we found a few amount of disabilities' career in tourism business. But, it is tend to be increasing. (Picture2) The most three practicable positions for the disabled in each related fields are ticket agent, tourist guide, also store and purchasing officer for travel agency. It officer, administrator, human resources, marketing coordinator in transportations business. Management and maids in foods and restaurants. Cashier, accountant, PR officer, general staff in travel agent and tourist guide. Production staff, IT and administrator, product designer in boutique and souvenir retailing. Hall and exhibition designer, marketing coordinator and human resources in M.I.C.E. business. Programmer and artist in any related fields. It shows most of tourism business is tend to accept more disabilities to enroll to be employee but it less than the rest where negatively refuse the disabled. They said: "services job is kind of actively job. They accept for the one who has a good personality, multi-tasks skillful, and adaptability to operate smoothly. Thus, the disabled need to prove themselves as much as they can to show their specific knowledge, capability, and multi-functioning.

Picture 2: The comparison of average from business owner opinions between recently establishment and future tendency.



3. Guidelines for disabilities' career in tourism industry. Studying from disabilities' needs to work in tourism industry and their participation. From the business owners opinions in tourism industry toward the studying of suitability positions for disabilities found that requirement of joining in tourism business of disabilities is tend to increase the opportunities accordingly. However, the result of analysis found the disabled was still lacking of specific skill and job knowledge, they have no confidence to enroll to the job. Meanwhile, the business owners have no idea about the disabled capabilities. Therefore, there is a huge gap between the disabled and the business owners. Then, the researcher would like to advise the methods that better recognize the disabled to the business owner, to make both of them increase their confidences through the collaboration in tourism industry as following.

1. Ability development of the disabled, to educate and improve specific abilities to them were setting an aspect of profession and adding more assurance to work in tourism industry. By educating the core of business and jobs description both theory and practice, may has a short-term intellectual course for interested people and disabilities. To give an opportunity to the disabled to practice more specific abilities which are important to related fields also types of

business. Creating the professional staff that can operate through jobs assignment and work normally with interpersonal capability with co-worker under pressure. These bring more decisiveness to business owner to hire the disabled to be a permanent staff. Hence, there should be the main employment institution that train and educate the disabled. It has to contain designated trainer which is experienced and personnel to disabilities understanding.

2. Giving opportunity to the disabled to involve tourism business, the owner will be appeared by the disabled capabilities that help to acknowledge the limitation of disability and accepting them to join the business. Moreover, business owner might assign the disabled to be an assistant to the main staff to know disabilities working status, also define the exact job description relate to the property. The disabled should be treated like general staff to let them show their skillful and equality. Therefore, general staff must be informed how to react with the disabled while working together as following...

2.1 Let the disabled do the routine jobs in general to show their potency.

2.2 During the probation, there should be an evaluation for the staff to prove their performance and balance their decency roles.

3. Policy support from the government and tax deduction will attract the owner to hire more disabilities willingly. In the present, Enactment to improve the lives of people with disabilities 2007, emphasize state agency or establishment where contains more than 100 staff to hire the disabled 1:100 percentage, or giving concession for outsourcing to set the location up, for the disabled to have a job such as souvenir shop or massage, intensive course or helping the disabled or the follower, or sharing some money to Fundamental for Empowerment of Persons with Disabilities accordingly. That policy which is under laws, concerning with disabilities' career that is not enough to improve their living. To increase more potential to hire disabilities, government policies should support training and ability development for the disabled instead of relief and miserable.

Tax deduction which is distributed to establishments that hire the disabled is another way to convince business owner. More compromising from tax implement, may lead the owner develop their property to absorb the disabled. For instance, tax abatement for the property where renovate their facilities to absorb the disabled as the Universal design, or reducing tax for the company that hire the disabled more than the law of statement, In addition, to give more opportunity to the disabled to show their performance.

Guidelines for disabilities' career in tourism industry as mentioned above are basic methods that realized the limitation both the business owner and the disabled, then made a good relationship as well. However, all concerned, state and private sectors also community and tourist, have to be significant others to drive these important things to be happened. Thus, we should have an immediate task force to establish and promote the positions they agreed to support the disabled careers that realize their abilities by setting the roadmap to sustain the disabled careers in tourism industry. Therefore, there would be three steps happening to help the disabilities people. Firstly, the system that supports the participation of the disabled for the vacant position the Business owner and the disabled agreed. Secondly, the guidance which is advisory for the positions the travelers and the business owner have an argument. Finally, procedure chart for the relate organizations who involve with the disabled careers supporting, to increase opportunities in term of business and also caring for the disabled living, quality of life, by determined channel of tourism business.

5. Discussion and Conclusion

Guidelines for disabilities' career in tourism industry are the procedures to support and improve the quality way of life for the disabled. To share the opportunity for them to be a part of this industry that focusing on people who run the business. The disabled who involve in each process can show their abilities and define the suitable job descriptions. Thinking positively and changing mind towards the disabled, creating some space for them in society is not only the way

to reduce budget from relieving the disabled, but also adding more benefits for them to have a well-being lives. The point is to instruct them in every aspect to be more confidence to work in hospitalities industry. If the disabled were professional, they will not be treated differently. There are many chances for them in career, and the business owner will let the disabled show their performances by supporting from government policies, inspiring the owner hire the services of the disabled to join the business.

6. Suggestion from Research

Occupational training for the disabled should be concerned by government, private sectors or institute which is designated, experienced in hospitalities industry and understanding disabilities exactly. Because training for the one who have limitation in physical appearance should be aware of their dwelling. To be accredited to the establishment, there should be both theory and practical training to the core of hospitalities industry; an internship with general staff is also needed.

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