

Thai People Adaptation Guidelines in Covid-19 Period

แนวการปรับตัวของประชาชนไทยในยุค Covid-19

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Abstract

The world has altered when COVID-19 was discovered in Wuhan, China, in December 2019. This epidemic has had an impact not just on the worldwide economy but also on the economy of the country. People will be able to learn to adapt to the new normal as a result of the COVID-19 pandemic, allowing them to live in the present and future. People who work as freelancers or have their own businesses may confront difficulties since their customers will consider things that are useful. They will prefer things with more benefits over those that are simply attractive. Furthermore, businesses that do not use technology will progressively fade away. As a result, new businesses will emerge to challenge and meet the needs of consumers. As a result, the purpose of this academic study is to provide beneficial guidelines for both the freelancer and contractor groups. Furthermore, the required skills in the Covid-19 period and a financial strategy are proposed.

Keywords: Adaptation in Covid-19, Guidelines for Adaptation, Thai people adaptation

บทคัดย่อ

โลกได้เปลี่ยนไปหลังจากได้มีการแพร่ระบาดของ COVID-19 เกิดขึ้น มีการพบการติดเชื้อครั้งแรกเมื่อเดือน ธันวาคม พ.ศ. 2562 ที่เมืองอู่ฮั่นประเทศจีนซึ่งโรคระบาดดังกล่าวส่งผลกระทบต่อเศรษฐกิจทั่วโลก รวมถึงประเทศ ประสพการณ์ที่ได้รับจากการระบาดของ COVID - 19 จะทำให้คนเกิดเรียนรู้ที่จะปรับตัวเป็นแนวปฏิบัติใหม่ (New Normal) เพื่อให้สามารถดำรงอยู่ได้ในปัจจุบันและในอนาคต ในส่วนของกลุ่มประกอบอาชีพอิสระหรือมีธุรกิจส่วนตัว ผู้บริโภคจะเน้นสินค้าที่มีความคุ้มค่า ก่อให้เกิดประโยชน์สูงสุดมากกว่าสินค้าที่มีแค่ความสวยงาม ธุรกิจที่ไม่นำเทคโนโลยี เข้ามาผสมผสานจะค่อย ๆ หายไป จะเกิดธุรกิจใหม่พร้อมไอเดียใหม่ ๆ ที่ท้าทายและตอบโจทย์ผู้บริโภค การก้าวข้ามผ่าน แนวปฏิบัติเดิม ๆ จะช่วยให้สามารถวิเคราะห์ธุรกิจในรูปแบบใหม่ ๆ ได้ดียิ่งขึ้น ในส่วนของกลุ่มอาชีพรับจ้าง ต้องพัฒนา ทักษะที่จำเป็นในยุค (New Normal) เช่น ทักษะดิจิทัล ทักษะการสื่อสาร ทักษะการทำงานเป็นทีม รวมถึงมีความเข้าใจ ทางด้านการเงินและมีการวางแผนการเงินอย่างรอบครอบ ติดตามข่าวสารมาตรการช่วยเหลือจากรัฐบาล ตัดค่าใช้จ่ายที่ไม่จำเป็นและสร้างรายได้เสริม ด้วยเหตุนี้ วัตถุประสงค์ของบทความวิชาการนี้ คือ การนำเสนอแนวทางที่เป็นประโยชน์ สำหรับทั้งกลุ่มฟรีแลนซ์และกลุ่มพนักงานสัญญาจ้างทั้งในด้านทักษะที่จำเป็นในยุคโควิด-19 และการวางแผนทางการเงิน

คำสำคัญ: โควิด-19, แนวทางการปรับตัว, การปรับตัวของประชาชนไทย

Introduction

The world has changed after the outbreak of COVID-19 in December 2019, when the first infection was discovered in Wuhan, China (Abiad et al., 2020). In the past, it has had epidemics of coronavirus diseases like SARS1 in 2002-2003 and MERS2 in 2011. The world has warned that the COVID-19 outbreak is a global disaster comparable to the Spanish Flu pandemic or the SARS epidemic of the second decade of the twentieth century (Folinas & Metaxas, 2020), and Asia is one of the first regions where the virus has spread widely (Park et al., 2020). It affects the global economy, including Thailand (Khunpluem,P, 2020).

According to the National Statistical Office's report on Gross Domestic Product at annual prices classified by production sector 2011-2020, the service sector accounted for 61 percent of GDP in 2020, followed by the industrial sector (30.4%), and agriculture (8.6%). Tourism, retail, transportation, and other service-related industries account up the majority of the total. This is proportional to others (Zachau, U , 2016) Many governments must take precautions to avoid the spread of the novel coronavirus illness 2019 or COVID-19, which has been affecting people all around the world since January 2020. In addition to germ control, these procedures are taken. Economic activity was also slowed as a result of it. Due to the inability to live a regular life, it also caused economic activity to halt creating a broad impact, including inbound (foreigners visiting Thailand), outbound (Thais traveling abroad), and domestic tourism (Manthanarat, R, 2020) on middle- and working-class households in terms of employment (World bank, 2020)

Other firms were affected by the impacts of economic. As a result, consumer behaviors have changed to a new-normal way of living. Expenditure decreases as a result of household spending. Consumers prioritize purchasing items that are more valuable than purchasing products that are

attractive. The stagnation of business of entertainment, department shops and the energy vehicle industry resulted in job losses in the home sector (Khunpluem, P, 2020)

Furthermore, COVID-19 prevention actions affect not just SMEs but all homes. As the economy has slowed, some employees have been laid off or have had their compensation reduced. Self-employed families, on the other hand, are losing money due to falling demand. Families relying on labor transfers for their children or relatives face a cascade of consequences when their children's earnings fall. All family groups have been affected by the COVID-19 crisis. The government sector and the Bank of Thailand have launched emergency measures to aid households, including a 3C measure to "top up cash, decrease expenditures, and add credit", such as reduce power and water rates, put a debt moratorium in place, and offer low-interest loans, or the 50:50 co-payment scheme. However, if individuals can adjust themselves during this epidemic crisis, it will help the family sector in maintaining as much normalcy as possible (Tarnthip, 2020).

As a result, the purpose of this academic study is to provide beneficial guidelines for both the freelancer and contractor groups. Furthermore, the required skills in the Covid-19 period and a financial strategy are proposed.

Content

The COVID-19 outbreak has a negative effect on the economy, resulting in job losses in the home sector. There are a number of different kinds of jobs in Thai culture. In addition to being able to classify occupations, the ability to classify jobs by occupation, agriculture, industry, and industry size. It is able to classify them into two categories: The first is freelance's groups. This can be defined as all kinds of occupations that entrepreneurs operate by themselves, solely or as a group. A freelancer group is a profession that does not require a large number of people, but if there is a need, there may be employing other people to help work and being the owner of the business as an investor. The second group is contractor. It is defined as working for and receiving compensation as wages or salary (Center for the Promotion of Informal Education, 2021).

Therefore, this academic article will describe the Thai people adaptation guidelines in Covid-19 period in terms of the adaptation for freelance group, the adaptation of contractors' group, required skills in the Covid-19 period, and financial skills.

1. The adaptation guidelines for freelance group

The current circumstance raises concerns regarding the spread of COVID-19. The third wave is likely to be more intense and last longer than the previous waves. Several concerns regarding the public health system and vaccination have been addressed in recent years; anxiety about making a living, a lack of money, and the difficulty in obtaining job are all issues. The impact on the job market, however, was not as severe as it had been during the first wave, partially thanks to the first wave's less restrictive

epidemic control efforts, and partly due to the manufacturing sector, which has continued to strengthen since exports have improved whenever trade partners' economies have recovered.

A faster-spreading and more virulent British strain. As a result, the labor market must rebalance. In order to discover remedies or offer support measures, it is required to track labor market vulnerabilities, such as the 8 million non-agricultural self-employed employees (one-fifth of the total labor force). The third wave of outbreaks had a greater overall impact on self-employed workers from March to April 1964 than the second wave. The temporary closure has increased to almost 80%, a continuation of the previous wave of outbreaks, despite the fact that the third wave of breakouts was not instructed to shut. booths of hawkers Over half of the usual sales have decreased. Despite the fact that revenue had gradually increased in the preceding era, it has now slowed down. When looking at past government actions such as the 50:50 co-payment scheme or “We Win” project, it is thought to have helped independent occupation groups such as small merchants and hawker stalls raise their revenue during the covid crisis. However, these measurements It is only used to lessen the consequences of the pandemic, which can only be done for a limited time. Vaccination is the major remedy that will save us all and lessen the possibility of a fresh round of epidemics. to minimize the budgetary burden on remedies, as well as the long-term impact on the business sector and labor market from the aforementioned economic impact on shifting consumer groups (Kapilkan, M, 2021).

According to Khunpluem, P. (2020) she suggested the adaptation guidelines a number of businesses, including those in the food, residential, fashion, medical, and other sectors. **The food industry** is the first. The foodservice businesses will include both in-person and out-of-person meals. As a result, the restaurant can serve fewer consumers. Online meal ordering that requires delivery will lead to a surge in the number of people turning to food-related businesses, both à la carte and ready-to-eat meals. Meals can be served in a store's kitchen even if it doesn't have a storefront. There are several social media marketing channels. Even well-known chains of restaurants will need to increase their online customer base. Large businesses will use giveaways, exchanges, discounts, and promotions to encourage consumers. When a food company succeeds, other businesses in the industry will eventually follow such as companies that produce different kinds of food boxes to keep the food in a good condition. The second is the **Residential Business**. Condominiums will need to provide an office space to support residents who work from home or are enrolled in online courses. It is a possible option to create high-quality work similar to that done at work in many organizations while working from home. As a result, some businesses could continue to operate from home even if a COVID-19 vaccination is invented in the future. In addition, the home furnishing market will also develop. Household furniture should be made to be easily disassembled. The packaging should be made to facilitate movement. Businesses associated with plants, soil, and pots will grow in numbers. The next one is the **Apparel Business**. Applications for augmented reality (AR) will be used in fashion, business, and decoration. Clothing businesses will focus on marketing, internet sales, and lowering costs while boosting sales. Low-quality goods will be less expensive when shipping costs are included in. Similar to well-known brands, sales

will decrease. The department store sector will shift to one with more online sales and fewer storefronts. Since social media advertising across numerous platforms is growing, as does delivery, shop staff members must also possess LIVE sales skills. Another is **Medicine Business**. The current medical sector and the previous strategy will get more popularity. People will concern more about their health. The hygiene mask, which has a beautiful design and different colors, continues to be the most popular item. Besides, alcohol spray, alcohol gel, headbands, and hats will also grow. People will also start exercising, which will be beneficial for the business of exercise equipment. The medical sector will employ more technology to reduce staying times in hospitals, including scheduling appointments for diagnosis, seeing doctors, and other activities. Additionally, because the germs are now harming society, the next generation may choose to enroll in more medical courses, including those for doctors, nurses, medical procedures, pharmacists, and so on which are the future guardian of the world.

For **the other sectors, computer skills** will be taught in every class because they are required for both study and job. **The entertainment industry** movie theaters, theater performances, and large-audience concerts must all adjust conform with the New Normal until people have confidence in the COVID-19 vaccination. To view online, you may need to make some changes. The target market, which includes remote employees and high-performing individuals, must be adapted to the **tourism business**. The company will pay for vacations and health examinations. A secure tourist location would be preferred by international visitors. Precautions should be taken High-quality medical treatment and infection control go hand in hand. **Decision a foreign business** to invest in examining the public health proficiency of the chosen nation is a crucial component. **The life insurance industry** will grow in popularity. People are paying greater attention to life and health insurance since the emergence of COVID-19. **The vehicle and fuel-related industries** will be stagnant since fewer people commute. Reduced traveler numbers lead to decreased gasoline consumption, which lowers the amount of money spent at gas stations. Furthermore, people will be more motivated to save their money due to the present of COVID-19 outbreak. Some employees have led to the layoff. Some are forced to close their businesses. Hence, they focus on emergency savings. This idea differs from the former way of living in which you would purchase property, a house, a car, or a facility when you had money. People are starting to realize that they may buy things as gold among other things that can be converted into cash for unexpected needs that are possible to happen.

In terms of business, due to the spread of the COVID-19 virus in Thailand, most businesses must adjust to shifting customer behavior. It is also necessary to look for a suitable niche market for the business. Because of the current situation in Thailand with the spread of the COVID-19 virus, there will be new consumer demands. Entrepreneurs must adjust their marketing to continue generating cash while the COVID-19 virus has a major impact (Liu, S., 2020). In conclusion, the adaptation guidelines of freelancer group are depended on the necessities of life include food, housing, medicine, clothing, and others. The advice for this group is to save money in case of the unexpected situation happening.

2. The adaptation of contractors' group

During covid-19, each company has a different viewpoint. As a result, hiring new personnel is a topic that requires additional consideration. to consider economic and social considerations Concerns include the requirement for fresh hires. According to a poll of over 1,400 workers and 400 entrepreneurs, one in four, or 25%, had a direct impact on their job status. The group that was most affected was those who worked the most. Employees in this category earn less than 16,000 baht per month, work on a contract basis, are over 45 years old, and work for a company with less than 50 employees. The group with a salary of more over 30,000 baht is the least affected by Covid. People over 45 are the most vulnerable (Jobsdb (Thailand), 2021). However, this group still has the chance to be chosen to return to work because of their professional experience which they have more than graduates. They have not been fired. Nonetheless, labor and income had an impact on certain employees: 48 percent worked from home or WORK FROM HOME, 45 percent were influenced by income, 27 percent did not receive a bonus, and 20 percent did not receive a wage adjustment. a pay cut of 14% These are all aspects that influence workplace happiness. during the year 19 How content are Thai employees? The satisfaction index of Thai employees was determined to be 85 percent before the COVID-19 epidemic and just 59 percent after the outbreak (Paladda Dejattanawiboon cited in Narisa, 2020).

As a result, a guideline for the adaptation of the contractors' group is suggested based on the aforesaid implications, which are separated into two elements. The first is the knowledge and abilities necessary in the New Normal era. The second is financial management skills.

3. Required skill in the Covid-19 period

Because of the impact of the Covid-19 outbreak on people's life. clearly different than the original Being forced to live a regular life in a new method that is not familiar to us. This shift affects more than just one's way of living. It also has an impact on the overall economic picture at the national level. The problem of firm closures, layoffs, and suspensions, in particular, is becoming more prevalent. In comparison to the applicant, students, freshly graduated students, are unable to find work. no connection. The purpose of the market is for companies to be able to choose the ideal employee. We must equip ourselves to develop when there is a lot of competition. Employers must first choose employees who are knowledgeable, competent, experienced, considerate, and positive in order to be considered a choice, and having only one skill level is insufficient in this period. Considering developments in modern times and projected changes (Department of Employment, 2021)

1. Digital skills: Many organizations are increasingly adapting to digital. The skills that organizations seek in candidates and employees are digital skills. This is a necessary skill not just for IT and digital professionals, but also for other personnel. It should be at the expert level rather than the satisfactory level.

2. Adaptability: The ability to adjust to the new normal when there are uncertainties and changes occurring, as well as seek hidden possibilities to transform crises into opportunities.

3. Creativity is an essential ability for coming up with new ideas and solving difficulties. Workers in the new normal must be ready to think outside the box and understand how to apply strategies. They should bring existing information or expertise to develop their thinking in order to generate good works that are beneficial to the organization. The crucial aspect to remember is that AI and computers cannot replace creativity.

4. Emotional Intelligence is described as being emotionally stable and capable of controlling one's emotions. It does not increase existing problems, but rather mitigates them by applying emotional intelligence to understand others. This skill will help you to work more efficiently and effortlessly.

5. Fast learning and solving complex problems necessitate the acquisition of new information and its application in analytical thinking. Making decisions to solve problems by looking at the big picture in order to deal with newer and more complicated obstacles is required.

6. The ability to collaborate with others or have social skills is necessary. One must possess self-control if they want to collaborate with others effectively.

7. Communication skills: Working with others is a requirement of the profession. Communication must be efficient, straightforward, unambiguous, and well-structured. Use body language to increase comprehension rather than emotion in order to best serve the purpose of communication. When there is good communication, the results will be perfect.

8. Foreign language proficiency: the digital realm is more accessible. The company also employs foreign workers. The Tool commonly used to execute commands is English language. Most people consider English as a second language to be a crucial skill. People of this generation speak a third or more languages in order to easily cooperate with international coworkers.

4. Financial Planning Skills

Wanitchruedee, N. (2020) proposed four solutions for managing income and expenditure in a Covid-19 crises. The main objective is to provide enough liquidity so that people may live for as long as possible, which is a plan that can be implemented immediately.

The first step is to understand the current condition in four aspects including assets, liabilities, expected income from employer, and government grants. Finally, monthly expenses are adjected based on the current situation, then the monthly net cash flow is calculated by means of subtracting expected income, expenses that must be paid each month, including debt paid each month. If the net cash flow is positive, it means that we still have enough money to spend that month. On the other hand, if the value is negative, it means that we lack the money each month, causing us to bring out emergency funds that has been prepared to spend. **The second step is to assess the predicted length of Covid-19's impact because no one knows how long it will last.** As a result, those who have negative liquidity must extend the duration. It is important to maintain the reserve funds as long as possible by reducing spending. In addition to looking for strategies to enhance income. Finally, considering getting a loan if you need to spend money. **The next**

step is to establish management guidelines. The first step is to look for methods to reduce expenses. Changing individual's behavior could involve changing from a preferred brand to one that is less expensive but yet of comparable quality. Additionally, managing monthly spending still necessitates negotiating a payment reduction or postponement. Starting with the credit card group and personal loans first, apply for a refinance with a state financial institution to consolidate debt within one single payment while considering various strategies announced by banks and financial institutions. These strategies include lowering the minimum payment amount, suspending principal and interest payments, or paying interest only that must choose to fit the income because the debt repayment process has been delayed. A suspension on debt or a means to slow it down would be one option for individuals who are short on cash during this time. In order to increase income, it is also required to adhere to various government subsidies and Social Security Office procedures in addition to the management strategy of lowering expenses. Finding a second job that you can work at during this time, such as online selling, food delivery, home delivery, or any other job you prefer. Alternately, if necessary, take the appropriate withdrawals from your different retirement funds. However, be mindful of any potential tax fees. The final option is to borrow money as the main source of credit. The government offers a variety of alternatives for bank loans and provides special loans. Although the amount may not be high, the interest rate is reasonable and the duration for payback is suitable given the circumstances. **The final step is to implement the strategy described in the previous step and continually improve it by keeping track of actual spending.** This will provide the information needed to adapt the strategy and enhance its efficiency. In this step, it is necessary to monitor the net cash position more often. For example, if you use a credit card to make a transaction, the money will be taken from your account immediately and presented as cash (Wanitchruedee, N.: 6-7), 2020).

Conclusion

The experience obtained from the COVID-19 epidemic will enable individuals to learn to adjust to new practices (the New Normal) in order to exist in the present and the future. This academic article can be divided into two parts: 1. In the context of freelancing groups, customers will prioritize valuable items. As a result, items should be designed with more advantages than just appearance. Businesses that do not include technology will gradually disappear as new business emerge with innovative concept to fulfill customer needs. It will be easier to examine the business in new ways by overcoming the old practices. In the New Normal period, 2. the contractor's group should develop necessary skills such as digital skills, communication skills, and teamwork abilities. Financial awareness and a comprehensive financial planning are also essential. Furthermore, they should keep up to date on government help initiatives, reduce unnecessary spending, and generate additional income.

Discussion

The Covid-19 pandemic has had an impact on Thai society, altering traditional ways of living. This has an impact on both the freelancer and contractor groups of workers. The changes brought upon by the

Covid-19 epidemic allow society to shift to a completely digital society. As a result, these professional groups will need to adapt to reflect changing customer demands. As Shaikh (2020), after the COVID-19 virus crisis, this epidemic will not be the largest or the last that people throughout the world will face. However, from now on, there will be more epidemics and a greater number of virus outbreaks. When the pandemic crisis comes again, human contact will differ from the original, resulting in a shift in employment patterns as businesses adjust to operations that will alter work from the past (Davis, 2020)

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