

ห้องสมุดงานวิจัย สำนักงานคณะกรรมการวิจัยแห่งชาติ



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**SERVICE QUALITY AND EFFICIENCY BUILDING FOR THE STAFF OF
SMALL HOTELS IN PHUKET**

WORRAPOT TREESUK

**A Thesis Submitted to the Graduate School of Naresuan University
in Partial Fulfillment of the Requirements
for the Master of Arts Degree
in International Hotel and Tourism Management
(International Program)
May 2012
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Worrapot Treesuk

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ABSTRACT

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The study's specific research aim is to evaluate the service quality levels of staff for small hotels in Phuket, Thailand including its staff competencies in order to propose an appropriate model of service quality and efficiency for the staff of small hotels in Phuket. The research employed mixed methods. The key techniques for data collection are going to be a questionnaire survey with 323 tourists, and in-depth interviews with 22 small hotel management levels from three districts in Phuket. Direct observation and documentation analysis also supplemented the data analysis. This research is designed to help small hotel entrepreneurs in Phuket. The research results will be useful for developing the potential of staff in small hotels on Phuket Island. The study also will enhance customer satisfaction, increase added value and income to the hotels, and lead to sustainable tourism in the future.

The research findings highlighted that the service quality levels of small hotels staff in were good in SERVQUAL dimensions. The study also found that small hotels staff in Phuket tended to have more incompetent on service efficiency than competent on service efficiency in 8 groups of competency dimensions.

The research recommendations include 5 guidelines for staff service quality. These are reliability, responsiveness, assurance, empathy, and tangibles. Additionally, it also includes 8 groups of competency guidelines for staff service efficiency. These are leading and deciding, supporting and cooperating, interacting and presenting, analyzing and interpreting, creating and conceptualizing, organizing and executing, adapting and coping, and enterprising and performing.

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