



Towards the 21st Century

by

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Once again we have had an eventful week. It was nice to be told by Mr. Phillippe M. Gwent, the General Manager of Royal Garden Resort in Pattaya, that he appreciated the HRI/Post Cooperation column and that he found the articles useful material on which to base discussions with the staff on human resources. I met him last Tuesday at an opening ceremony for an international tourism training course for 5 senior representatives of the Indochinese countries including Myanmar and China. The Tourism Authority of Thailand (TAT) organised the course on behalf of the Thai Government's Department of Technical and Economic Cooperation (DTEC), and the course took place at the Hotel and Tourism Training Institute in Bangsaen. Since we have accumulated considerable experience in the field of tourism over the past few years, Thailand has a major role to play in promoting human resources development in Indochina. The challenge is how to organise the task efficiently so that visitors get the maximum benefit from their exposure to the industry in Thailand. For myself I feel very confident that we are able to deliver this product.

It gives me a lot of pleasure whenever I hear of new human resources initiatives and projects in Thailand. The HRI has been busy conducting 5 training courses in the past 2 months alone and we have great plans for the future in terms of offering guidance to our neighbours as they develop their own tourism industries and hopefully learn from both our successes and failures. The HRI's tourism courses commonly involve 19 participants over a 3 month period of instruction during which they are able to observe how the tourism industry operates in Thailand and get to know the Thai people and society better. As both a board member of the TAT and a Director of the HRI, I can state with confidence that the HRI will conduct at least two more such training courses next year.

I would also like to congratulate Post Publishing Plc on publishing a comic book on AIDS. I have learned a lot about AIDS through various publications of the Post. The most important points seem to be that AIDS is very expensive, that the only cure is prevention, and that the business community must accept some of the burden of limiting the damage. It is therefore quite heartening to see the strategic alliances being forged between businesses, government and media in the battle against AIDS. How about forming similar alliances to combat the traffic situation?

Following on from last week's discussions on the achievements of the Chuan Leekpai Government during its two years in office, I was invited on to the radio to go into greater details concerning the successes and failures of economic and social policy. It was interesting to hear similar views to my own expressed by different experts. Most of the experts agreed that in fiscal and monetary affairs, especially regarding financial stability, the government has achieved some success. However, we mostly agreed that the following points still need to be addressed:

- reform of the public sector including education,
- weaknesses in human resources development, especially shortages of qualified technical and middle management personnel,
- the decline of the agricultural sector leading to the widening of the urban-rural income gap,
- reform of the budget system,
- traffic!

It looks like the Government has enough to keep it occupied for the next two years at least! I wish them well.

Another big event for us that took place last week was the HRI's second human resources seminar entitled 'Strategic Thinking and Action.' The subject of my own address and that of my good friend Dr. Somjai Phagaphasvivat was the hot topic of the seminar: Globalization and Human Resources Development. I look forward to further discussions on this subject in the future. Certainly we cannot avoid globalization which represents a major challenge for all of us in terms of adaptation and increased competition. In order to succeed in the age of globalization we will need a new generation of leaders at national, international and business levels who have real vision. In addition we must all acquire more knowledge about what is going on in the world and the implications on our daily lives. The question is where can we get that knowledge from? I would suggest that academic, experts and consultants in business and international affairs will have to provide the necessary information and know-how, and in my opinion they would do well to first address the following implications and demands of globalization:

- Multi culturalism,
- Multi lingualism,
- Application of management and production theories to problem solving,
- Comparative skills; people must acquire the ability to make cross-border, cross-cultural and cross-industrial comparisons in order to determine strengths and weaknesses,
- The need to be inter-disciplinary as opposed to over specialised.

Finally a big welcome to our guest speaker this week, Khun Paron Isarasena Na Ayudhaya who has been one of the country's most influential figures in the field of human resources for many years. I have benefited a great deal from listening to his philosophies and ideas and I trust readers of HRI/Post Cooperation will do the same.

See you next week!

% of Workers Needed in the Tourist Industry, Thailand, 1992

