

Tourism Industry Data Center for Research and Development (TIDC) Management Plan
Faculty of Hospitality and Tourism, Prince of Songkla University

Rationale

The hospitality and tourism industry is complex, vulnerable and dynamics as it is prone to crises and drastic changes in the business environment. The industry has recently undergone through various types of crises both human induced crises such as political turmoil and natural induced crises such as natural disasters and pandemics. Especially the recent pandemic (COVID-19) left Phuket's labour force almost entirely out of work. The direct loss of tourist revenue in Phuket from February – December 2020 is estimated to be slightly over 172 billion Baht or a 73% decrease from the pre-pandemic income. The total tourism income loss in 2020 is estimated at 318 billion Baht. Additionally, most entrepreneurs reported a decline in year-on-year revenue during the most intense period of the pandemic (March-May 2020). Even after the easing of restrictions in June, most entrepreneurs in Phuket still reported revenue decline.

These crises and uncertainties have caused immediate significant impacts to the industry. It is risky for Phuket to solely rely on the tourism industry as the single engine for economic growth. There is widespread support for additional economic drivers that have strong potential. Therefore, as a leading hospitality and tourism educational provider, it is important for FHT to take a leading role in supplying up-to-date information analysis to carefully select more engines to ensure more sustainable growth for Phuket

Furthermore, the information in the industry is often either incomplete, not easily accessible or not ready for immediate use, and thus effective decision making is proved a difficult task to managers. In order for managers and administrators in the industry to make effective decision within the complex and dynamic environment, access to correct and timely information and up to date useful industry analysis is essential. Accessing to the database and data analysis of key issues of the industry, enabling managers in the industry and local administration to make effective decisions.

In addition, having easy and constant access to accurate and up-to-date data also enables FHT academics to produce speedy and a large quantity of research and publication, as well as other academic related outputs. It is vital for FHT to establish and maintain industry database necessary for research and teaching inputs. This will raise FHT's productivity in research, publication teaching, and academic services.

For these reasons, FHT is committed to establishing the Tourism Industry Data Center for Research and Development (TIDC). In addition to the pools of data constantly accessible to both the industry and FHT academia, the center is dedicated to provide timely analysis of key and emerging issues arisen in the industry. It will serve as important catalyst to showcase FHT to the industry and public, which will in turn raises the publicity and visibility of the faculty and the university.

Objectives

1. To provide pools of up-to-date tourism data and information for FHT academics for further research and publication and other academic related purposes
2. To provide timely tourism information and analysis on critical issues to the industry and local administration for effective decision-making

Scope

The scope of data includes both primary data based on annual survey and secondary data that mainly serves as the foundation information for research and publication. This includes the tourist aspect, the business operator aspects, and the key secondary information data.

1. Phuket Tourist Experience Index (To be revised)
2. Business Confidence Index or Destination Competitive Index or Destination Quality Index or Destination Sustainability Index (To be developed)
3. Secondary data that is available online including big data in tourism
4. Analysis of key issues that is easy to understand and targeting at the industry practitioners, destination managers and general public.

Annual KPI

1. One set of primary data on tourists from survey
2. One set of secondary data on hospitality/tourism industry
3. 12 analyses of key issues in the form of infographic released on online social media
4. One internal seminar
5. One external seminar
6. At least 3 Scopus (2 accepted and 1 under review status in 2021) papers published by using data from TIDC or members of TIDC

Remarks: 1 and 2 will depend on the COVID-19 pandemic situations

Strategies

1. Create and maintain strategic partners including both information users and key informants from the industry
2. Maintain regular updates with the data and analysis
3. Provide easy access of data to FHT academics and graduate students as well as regular release of key issue analysis in the form of infographic
4. Disseminate data, information, and analysis to FHT colleagues to encourage publication, and other academic uses.

Support from FHT

A total budget of 2,532,590 Baht per year from FHT Research Fund.

Members

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|--|---------------------------|
| 1. Assistant Professor Dr. Chayanon Phucharoen | Head |
| 2. Mr. Kanapot Kalnaovakul | Member |
| 3. Mr. Nattapat Luenglertpaiboon | Member |
| 4. Ms. Nichapat Sangkaew | Secretary and coordinator |

Action Plan 2021

Topic		Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21
Survey instrument development	Discussion of recent topics/issue to be included												
	Literature review												
	Redesigning questionnaire and integrating an online survey platform												
	Pre-testing questionnaires												
	Finalizing and translating questionnaires												
	Ordering souvenirs												
Survey and data collection	Training of Questionnaires collecting team												
	Questionnaire administration (data collection)												
	Data recheck/entry to the data analysis tools												
Online data	Discussion of recent big data topics/issue to be included												
	Literature review of big data												
	Designing and developing online data collection tools												
	Data collection												
	Data recheck/entry to the data analysis tools												
Analysis and Preparation of press release materials	Data analysis of primary data from survey												
	Data analysis of secondary data												
	Writing up of the report and infographic/VDO for press release												
Seminar 1	Sense making workshop seminar (internal)												
Seminar 2	Press conference (external)												

Budget for 2021

Item		Budget (Baht)		
A. Administration		598,640		
A.1. Compensations for the project leader and members		276,940		
A.1.1.	Senior Researcher (21,320+1,000+750)	276,840		
A.1.2.	Personal accident insurance (100/year)	100		
A.2. Press conferences and press release		156,000		
A.2.1.	Seminar Venue Rental / Co working space rental *2 times	15,000		
A.2.2.	Office Equipment (Post-it notes, Notepad / Memo pad, Marker pen, Highlighter, Push pin) for Sense making workshop seminar (internal)	5,000		
A.2.3.	Moderator and team for Sense making workshop seminar (2000 baht/person) 2 people	4,000		
A.2.4.	Integrated Experience and Confidence index press release including social media (3000 baht/time) 12 time	36,000		
A.2.5.	Integrated Press Conference Refreshment breaks (100 baht/person) 100 people *2 times	40,000		
A.2.6.	Complementary gift (500 baht/person) 100 people	50,000		
A.2.7.	Transportation (3,000 baht/day) 2 days car rental	6,000		
A.3. Annual report production		10,000		
A.4. English proofreading		20,000		
A.5. Physical office refurbishment		100,000		
A.6. Miscellaneous		35,700		
A.6.1.	Contingencies	35,700		
B. Imbedded Project		933,950		
		Primary Data Set 1 (Baht)	Secondary data (Baht)	Total (Baht)
B.1. Survey tools development		103,500		
B.1.1.	Photocopying (10 baht/questionnaire) 100 questionnaires	500		500
B.1.2.	Digitalized questionnaire platform	5,000		5,000
B.1.3.	Transportation	3,000		3,000
B.1.4.	Questionnaire collection fees (50 baht/questionnaire) 100 questionnaires	5,000		5,000
B.1.5.	Questionnaire Translating	20,000		20,000
B.1.6.	Designing and developing online data collection tools		50,000	50,000
B.1.7.	Photocopying finalize questionnaire (10 baht/questionnaire) 2500 questionnaires	20,000		20,000
B.2. Survey and data collection		590,000		
B.2.1.	Transportation (3,000 baht/day) 60 days car rental	120,000		120,000
B.2.2.	Questionnaire collection fees (50 baht/tourist questionnaire) 2,000 questionnaires	100,000		100,000
B.2.3.	Data reconcile fee (Lump sum amount)	10,000	10,000	20,000
B.2.4.	Souvenir for tourist (50 baht/piece) 2,000 pieces	100,000		100,000
B.2.5.	Secondary data collection		50,000	50,000
B.2.6.	Secondary data fees (Cost for access to database)		200,000	200,000
B.3. Analysis and Preparation of press release materials		190,000		
B.3.1.	Data analysis	10,000	10,000	20,000
B.3.2.	Infographic	10,000	10,000	20,000
B.3.3.	VDO	65,000	65,000	130,000
B.3.4.	Dash Board	10,000	10,000	20,000
B.4. Miscellaneous		50,450		
B.4.1.	Meal allowance for data collection team	25,000		25,000
B.4.2.	Fees to obtain airport entry authorized cards (330 baht/person) 50 person	8,250		8,250
B.4.3.	Aircard 3 Unit (1,200 bath/unit)	3,600		3,600
B.4.4.	Package internet for Aircard (300 bath/week/) 3 units 8 weeks	3,600		3,600
B.4.5.	Contingencies	5,000	5,000	10,000

Item	Budget (Baht)
C. Supplement Project (for emerging issues)	1,000,000
Total	2,532,590