

Manpower Plan 2023 - 2026

Faculty of Hospitality and Management, Prince of Songkla University

The manpower plan of FHT includes two groups of staff including academic staff and support staff. Details of the plan are discussed and explained as follows.

1. Academic Manpower Plan

Academic staff is considered the most important asset of the faculty as the quality of education, research and academic services are directly produced and delivered by academic staff. Investments on developing a strong manpower team are planned and carried in order to build and grow a team of professional academic staff to increase the capacity of Faculty of Hospitality and Tourism (FHT) to reach its vision.

1.1 Situational analysis

The following factors are used for the planning of academic manpower.

a) Vision, mission, goals and strategies of FHT

FHT is ambitious to commit itself to be recognized as a leader in hospitality and tourism education provider in Asia. Its vision and mission are stated as follows:

Vision: To be a leader in hospitality and tourism education in Asia

Mission: To produce highly motivated and qualified graduates, conduct detailed research and provide academic services to the hospitality and tourism industry at an international level. As a knowledge resource to the public, FHT commits to supporting the development of the community and the wider region.

In order to achieve its vision and the mission, FHT will strive on the following strategic action areas.

- To raise the quality of operations faculty-wide to reach the international standards in all aspects
- To increase the quality of education and graduates as perceived by its stakeholders, especially the employers
- To substantially increase the number of students in all programs including degree programs, non-degree programs, and training programs
- To improve and add more products such as non-degree programs and training programs for new segments such as international students and people working in the industry.
- To increase both the quality and the quantity of publication in relevant international journals
- To play significant roles in international academic associations

Key operational goals and strategies are outlined in Table 1. Quality and sufficient manpower is required in order to deliver the above strategies and achieve the vision and the mission.

Table 1 FHT's operational plan 2023 - 2026

Department	Teaching and Learning			Research and Innovation	Academic Services		Expected Annual Output
	Degree	Non-Degree	Training		Commercialization	Community	
Hospitality Department <i>Mission:</i> Developing human resources, conducting research and innovation, and providing academic services in the hospitality and service industries at an international level Current number of academic staff: 19	• BBA in Hospitality Management • BBA in Business Innovation Management • MBA in H&T Management • PhD in Hospitality and Tourism Integrated Management	• Hotel GM Development Program • Spa Management Development Program • Hotel Management Training Program	Hotel/business related training programs	Research and publication in hospitality and business innovation Gastronomy research center	• Global Hospitality Management Academy • Sustainable hospitality operations certification in collaboration with Berlin School of Economics and Law	• Phuket UNESCO Creative City of Gastronomy Project • Seedings project in collaboration with Laguna Hotels	• 100-degree program graduates • 150 participants completing non-degree and training programs • 25 Scopus/ISI papers • 5,000,000 Baht income from commercialized projects • 3 Community development projects
Tourism Department <i>Mission:</i> Developing human resources, conducting research and innovation, and providing academic services in the tourism industry at an international level Current number of academic staff: 17 (Including 2 Deans, whose teaching loads are very little or none)	• BBA in Tourism Management • MBA in H&T Management • MBA in H&T Integrated Management • PhD in Hospitality and Tourism Integrated Management	Airport Ground Service Operations	Airline and tourism management training programs	Research and publication in tourism management	Tourism Intelligence Center for Research and Development	Community based tourism development projects	• 100-degree program graduates • 100 participants completing non-degree and training programs • 25 Scopus/ISI papers • 3,000,000 Baht income from commercialized projects • 3 Community development projects

b) The nature of programs on offer

All degree programs and most services offered at FHT are international programs. Therefore, this requires academic staff at FHT more efforts and expertise than regular faculties in order to adhere to the requirements of international students and international projects and to local students and some international students whose English is not their first language. Therefore, lecturers are required to put more efforts and energy to carefully plan, manage and deliver teaching international programs to students whose English is not their first language. Moreover, more efforts are required to conduct research, publication and provide academic services at international level. Therefore, FHT requires a lower staff: student ratio in order to maintain desired quality of international education. Furthermore, lecturers need to bear more administration works in order to meet international standards and requirements of all works.

Based on the above discussion, FHT requires a higher number of lecturers.

c) The current manpower

Table 2 Number of academic staff members as of 23 June 2023 (Full time employment)

Categories		HPM (19)	TRM (17)	Total (36)
Education	Master degree holders or lower	12	7	19
	Ph.D. holders	7	10	17
Academic rank	Lecturers	15	12	27
	Assistant Professor	4	3	7
	Associate Professor	0	2	2
Nationality	Thai	12	12	24
	International	7	5	12
Employment category	Temporary	5	4	9
	Permanent	14	13	27

d) The standard workload

Number of students and academic staff: student ratio and international programs - number of international students

Since the teaching of international programs requires more time and energy as discussed above, FHT sets the number of academic staff: student ratio to be lower than national standard at 1:15-20. In addition, the standard teaching workloads for academic staff is less than common practice as indicated in Table 3.

Table 3 Standard workload

Staff	Administration	Teaching	Research	Academic services and others	Total
Dean	90%	10%			100%
Deputy Dean/Department Head	40%	40 - 60%			100%
Assistant Dean	30%	40 - 70%			100%
Lecturer	0%	40 - 70%	20 - 40%	10 - 20%	100%

Table 4 Regular teaching workload per week

Lecturers	9 hours per week
Deputy Dean/Department Head	6 hours per week
Lecturers who are on Ph.D. study program	3 hours per week

Based on the discussion of the factors affecting the academic manpower plan, FHT is faced with the following situations:

- 1) Ten years ago, FHT had realized shortage of manpower in terms of both quality and quantity. In the past few years, FHT has recruited more academic staff with the focus on producing more research and publication, aiming to achieve the vision. Although the expertise of the current manpower is good but inadequate to achieve the desired output.
- 2) FHT has experienced sharp declined in student recruitments in the past three years during the pandemic. The total number of students keep declining from over 800 students in total eight - ten years ago to 400 students this year. The recruitment of the new intake is slowly increasing from the previous three years intakes but still below expectations as long as the tourism is not fully recovered. More works need to be done in order to attract more applications including more collaborations with international agencies and new double degree programs and short programs being launched. It has been reported with a reasonable recovery for the 2023 intake, although the hospitality and tourism industry in Phuket, Thailand and worldwide are not fully recovered. It is expected that FHT will be able to keep increasing more student recruitment in the next one or two years and will be able to double the total the number of students to 800 students in the next four – five years.
- 3) During 2021 – 2024, eight lecturers have been undertaking Ph.D. programs, and six of them remain working full time. In addition, three lecturers/assistant lecturers are studying master degree programs during the same period. This requires reduction of teaching workload in order to help these lecturers to cope with work and study.
- 4) More programs including one BBA and one Ph.D. have been introduced four academic years ago and next academic year accordingly. Moreover, more academic service projects including government consultancy projects, non-degree programs, and professional training programs have been added to our product portfolio as part of the human resource development programs on offer.
- 5) In order to reach the vision, FHT has progressively committed in producing more research and publications at international levels including undertaking more international projects. Therefore, more outputs have been produced in addition to conducting teaching and learning. This increases the demand for academic manpower and staff number.
- 6) Therefore, currently FHT is working to increase the number of students and increasing other outputs so that it will bring the current manpower of existing number academic staff to balance with required work. Other initiatives include inviting world class visiting professor scheme to contribute in teaching and collaborate with FHT academic for high quality research output and publication.

1.2 Academic manpower strategy

- 1) To attract talents
 - a) Position FHT as a global hub of experts in hospitality and tourism to attract global experts including world class professors for short term visits. This could include visiting professor scheme and part time professor recruitment in order to help increasing the pool of talents and expertise at FHT as well as a mechanism for expertise transfer to FHT academic staff.
 - b) Continue to seek recruitment of national experts such as top researchers in Thailand.
 - c) Attract young researchers who have the potential and track records in publication and are passionate in teaching in business, hospitality and tourism.
 - d) Recruit part time industry experts to strengthen academic service and industry/community related projects.
 - e) Maintain close connections with the industry in order to gain access to industry professionals to contribute to teaching and learning.
- 2) To retain talents
 - a) Increase research and publication rewards to retain research talents
 - b) Offer more recognition for outstanding staff, achievement and output in teaching, academic services and research
 - c) Provide career growth opportunities
 - d) Offer job security by providing more permanent employment contracts
- 3) To nurture talents
 - a) Develop and maintain manpower development schemes including trainings, exchange program, Ph.D. scholarships, research grants and support, and opportunities to work with world class professors and experts.

1.3 Academic manpower plan

Table 5 Academic staff employment details

No.	Name	Department		Employment status		Education			Academic rank			Administration	Year of recruitment	Job Focus
		Hospitality	Tourism	Permanent	Temporary	Ph.D.	Master Degree	Bachelor Degree	Lecturer	Assistant Professor	Associate Professor			
1	Tatiyaporn Jarumaneerat	/		/		/				/		/	1999	Admin, Teaching, Research, Academic Service
2	Krittabhas Khwanyuen	/		/			/		/			/	2018	Admin, Teaching, PhD Study
3	Kanapot Kalnaovakul	/		/			/		/			/	2018	Admin, Teaching, PhD Study
4	Patthawee Insuwanno	/		/			/		/			/	2018	Admin, Teaching, PhD Study
5	Chatchawan Wongwattanakit	/		/		/			/			/	2015	Admin, Teaching, Academic Service
6	Kris Sincharoenkul	/		/			/		/			/	2018	Admin, Teaching, Academic Service, PhD Study
7	Nareeya Weerakit	/		/		/				/			1994	Teaching, Research
8	Patcharapimon Apithambundit	/		/			/		/				1993	Teaching, Academic Service
9	Chainun Chaiyasain	/		/			/			/			2003	Teaching, Academic Service
10	Pathummalai Pattaro	/			/		/		/				2020	Teaching, Academic Service, Training Daniel and Piraporn
11	Piraporn Jindawattanapong	/			/		/		/				2020	Teaching, Academic Service, MBA Study
12	Ilian Assenov	/		/		/				/			2008	Teaching, Research
13	Veronica Aguilos	/		/			/		/				2019	Teaching, Academic Service
14	Kevin Fuchs	/		/			/		/				2020	Teaching, Research, PhD Study
15	Ramil Ravanes	/			/	/			/				2019	Teaching, Academic Service

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		Hospitality	Tourism	Permanent	Temporary	Ph.D.	Master Degree	Bachelor Degree	Lecturer	Assistant Professor	Associate Professor			
16	Md Karim Rabiul	/		/		/			/				2022	Teaching, Research
17	Mohsin Raza	/		/		/			/				2023	Teaching, Research
18	Daniel Eason	/			/			/	/				2022	Teaching, MBA Study
19	Nichapat Sangkaew	/			/		/		/				2022	Teaching, Research, PhD Study
20	Kullada Phetvaroon		/	/		/				/		/	2008	Admin, Teaching, Research, Academic Service
21	Pornpisanu Promsivapallop		/	/		/				/		/	1999	Admin (Dean of Faculty of Hospitality and Tourism), Research
22	Prathana Kannaovakun		/	/		/					/	/		Admin (Dean of Faculty of International Study)
23	Chayanon Phucharoen		/	/		/				/		/	2015	Admin, Teaching, Research, Academic Service
24	Colin Gallagher		/		/			/	/			/	2009	Admin, Teaching, Academic Service, MBA study starts August 2023
25	Kristina Stosic		/	/			/		/			/	2018	Admin, Teaching, Academic Service
26	Aphirom Promchanya		/	/		/			/				1992	Teaching, Academic Service
27	Sumattaya Thammajak		/	/			/		/				1995	Teaching, Academic Service
28	Panuwat Phakdee-auksorn		/	/		/					/		2000	Teaching, Research
29	Kamontorn Prompitak		/	/			/		/				2002	Teaching, Academic Service
30	Surarak Wichupankul		/	/			/		/				2010	Teaching, Academic Service, PhD Study
31	Pisit Tuntipisitkul		/	/		/			/				2018	Teaching, Research
32	Rahphiphan Jiamthawibun		/		/		/		/				2016	Teaching, Academic Service

No.	Name	Department		Employment status		Education			Academic rank			Administration	Year of recruitment	Job Focus
		Hospitality	Tourism	Permanent	Temporary	Ph.D.	Master Degree	Bachelor Degree	Lecturer	Assistant Professor	Associate Professor			
33	Wannarisa Watt		/		/		/		/				2021	Teaching, Academic Service
34	Mehri Yasami		/	/		/			/				2019	Teaching, Research
35	Rimsha Khalid		/	/		/			/				2023	Teaching, Research
36	Ahmed Salman		/		/	/			/				2023	Teaching, Research (To start in August 2023)

Part time temporary employees for specific purposes

37	Professor Dr.Bruce Prideaux	2-year part time employment as professor in tourism - publishing and helping FHT researchers to conduct research and publish at international levels (2022 - 2024)												
38	Mr.Rangsiman Kingkaew	1-year part time employment as industry expert - assisting in developing and launching industry executive training programs such as Hotel GM Development Program (2022 - 2023)												

a) Vacancies and recruitment plan

There are five vacancies, which include two lecturers in tourism department and three lecturers in hospitality department. Candidates must hold Master/Ph.D. in Hospitality/Tourism/Business. One lecturer who holds either Master Degree or Ph.D. in Tourism Management or related fields of study, with work experience and expertise in Airline and Air Cargo Management is planned to be recruited in 2024. FHT has no plan to recruit four more lecturers for the rest of vacancies, unless there are talents who can add substantial values to FHT in terms of teaching, research, and academic services or there is a sharp increase in the number of students or planned outputs.

b) Retirement and resignation

Table 6 Plan for retirement and resignation

Retirement/Resignation	Action Taken/Plan
Associate Professor Dr. Prathana Kannaovakun (Retired 2023)	Extending employment to 2026 as Dean of Faculty of International Studies
Ms. Pathummalai Pattaro (Retired 2020)	Extending employment to 2024 to teach courses and coach 2 new young lecturers for Kitchen Operations and Food and Beverage Operations and Management courses. Recruited Ms. Piraporn Jindawattanapong in 2020 for replacement.
Dr. Mitch John Amarando (Retired 2020)	Extended employment to 2022 to teach courses and coach Ms. Piraporn Jindawattanapong and Mr. Daniel Eason for Kitchen Operations and Food and Beverage Operations and Management courses. Dr. Mitch had to discontinue work extension as he was required to return to his hometown in the US. Recruited Mr. Daniel Eason in 2022 for replacement.
Dr. Prateep Wetprasit (Retired 2020)	Recruited Dr. Md Karim Rabiul in 2021 as temporary staff and changed to permanent staff in 2022
Asst.Prof.Dr.Areeta Theerasatayapitak (Resigned 2020)	Recruited Ms. Wannarisa Watt in 2021 for replacement
Ms. Wannarisa Watt (Resignation at the end of 2023 has been notified to the management)	Recruited Dr. Ahmed Salman who will start in August 2023

Two young lecturers including Daniel and Piraporn were recruited in the plan to replace the two retired lecturers in Kitchen Operations (Dr. Mitch and Ms Pathummalai). Daniel and Piraporn are still studying their master degree in their final year and are working as assistant lecturers in Kitchen Operations and Food and Beverage Management. Both

Dr. Micth and Ms Pathummalai's contract extension are planned for a period of 2-3 years, which allow knowledge transfer to Daniel and Piraporn and allow them to complete their master degrees.

2. Support Staff Manpower Plan

The manpower plan for support staff at FHT is determined based on a number of factors including the faculty's vision and mission, the number of lecturers, the amount of administration works, the nature of international programs, the number of students and required outputs in research and academic service projects. Based on an analysis of these factors, FHT requires a higher support staff as compared to other faculties in order to serve its goals and meet the greater demanding work requirements of international programs. In total, FHT requires 23 support staff members as depicted in Table 7.

As no staff members are approaching the retirement age, FHT has no plan to recruit more staff unless there are resignations that require replacement. Instead, FHT will focus on developing multitask skills and upgrade operational skills of staff in order to strengthen staff work efficiency and increase work capabilities and capacity.

Table 7 Support staff employment details

No.	Name	Year of recruitment	Department	Key Duties	Qualification
1	Ms. Amornrat Sahapattanawana		PSU Lodge and Head of Administration Office	-Head of Administration -PSU Lodge Management	Bachelor's Degree
2	Ms. Janyaluck Wichien		Administration	Accounting and finance	Bachelor's Degree
3	Ms. Kanphitcha Thanakulpisit		Administration	Accounting and finance	Bachelor's Degree
4	Ms. Nittaya Pratheepnathalang		Administration	HR and admin	Master's Degree
5	Ms. Tiptida Martra		Administration	Procurement	Bachelor's Degree
6	Ms. Noppakhun Tuntisuphawong		Administration	IT technician	Master's Degree
7	Mr. Sarawut Ruampanpong		Administration	IT technician	Bachelor's Degree
8	Mr. Poonsuk Bureerat		Administration	Admin and building facilities	High School Certificate
9	Ms. Arachapone Somkiatikul		Academic and international affairs	Student recruitment	Bachelor's Degree
10	Ms. Chotima Witthayasirikul		Academic and international affairs	International coordinator	Bachelor's Degree
11	Ms. Prugsakarn Chuaychian		Academic and international affairs	TRM coordinator	Bachelor's Degree
12	Ms. Saowalak Sanguankham		Academic and international affairs	Curriculum coordinator	Bachelor's Degree
13	Ms. Saowaluck Chaiyawan		Academic and international affairs	Student registration and HPM coordinator	Bachelor's Degree
14	Ms. Tippawan Tipkonglard		Academic and international affairs	Student registration and BIM coordinator	Bachelor's Degree
15	Ms. Tanyarat Runjul		Postgrad and research	Research coordinator	Bachelor's Degree
16	Ms. Marion Micheler		Postgrad and research	MBA coordinator	Bachelor's Degree
17	Ms. Supamas Tantipongwiwat (To start in August 2023)		Postgrad and research	PhD and MBA coordinator	Bachelor's Degree
18	Ms. Nattanicha Chanthong		Student development and internship	Student development coordinator	Bachelor's Degree
19	Ms. Ratikarn Pechsalabkaew		Student development and internship	Internship and student development	Bachelor's Degree
20	Mr. Korrawit Dawong		Academic service	Academic service coordinator	Bachelor's Degree
21	Ms. Siriporn Muaksook		Public relations	Public relations	Bachelor's Degree
22	Ms. Janpen Na-nakorn		PSU Lodge	PSU Lodge Admin	Diploma
23	Ms. Naphak Pattamachaisiri		PSU Lodge	PSU Lodge housekeeper	High School Certificate