



43rd EBES CONFERENCE - MADRID

PROCEEDINGS - VOLUME II

**MADRID, SPAIN
APRIL 12-14, 2023**

(HYBRID with both in-person and online paper presentation)

Hosted by

Faculty of Economics and Business



U N I V E R S I D A D
COMPLUTENSE
M A D R I D

ebes@ebesweb.org

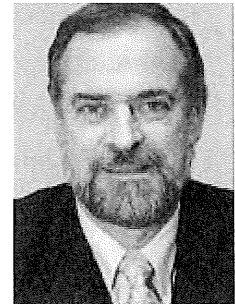
www.ebesweb.org

Important Note: No English-language editing and proofreading was done; therefore the quality of language of papers is under the authors' responsibility.

The authors keep the copyright of their articles and they are fully free to publish their articles in any other outlet. **Please do not circulate or share it online in any platform.**

EBES - Eurasia Business and Economics Society

EBES is a scholarly association for scholars involved in the practice and study of economics, finance, and business worldwide. EBES was founded in 2008 with the purpose of not only promoting academic research in the field of business and economics, but also encouraging the intellectual development of scholars. In spite of the term "Eurasia", the scope should be understood in its broadest term as having a global emphasis.



EBES aims to bring worldwide researchers and professionals together through organizing conferences and publishing academic journals and increase economics, finance, and business knowledge through academic discussions. Any scholar or professional interested in economics, finance, and business is welcome to attend EBES conferences. Since our first conference in 2009, around 16,600 colleagues from 102 countries have joined our conferences and 9,043 academic papers have been presented. *EBES has reached 2,917 members from 87 countries.*

Since 2011, EBES has been publishing two journals. One of those journals, ***Eurasian Business Review - EABR***, is in the fields of industrial organization, innovation and management science, and the other one, ***Eurasian Economic Review - EAER***, is in the fields of applied macroeconomics and finance. Both journals are published quarterly by ***Springer*** and indexed in ***Scopus***. In addition, EAER is indexed in the ***Emerging Sources Citation Index (Clarivate Analytics)*** and EABR is indexed in the ***Social Science Citation Index (SSCI)***. EABR has an Impact Factor of 3.574 (2021 JCR Impact Factor).

Furthermore, since 2014 Springer has started to publish a new conference proceedings series (***Eurasian Studies in Business and Economics***) which includes selected papers from the EBES conferences. The series has been recently indexed by ***SCOPUS***. In addition, the 10th, 11th, 12th, 13th, 14th, 15th, 16th, 17th, 18th, 19th, 20th, 21st, 22nd, 23rd, 24th, 25th, 26th, 27th, 28th, 29th (Vol. 1) and 30th EBES Conference Proceedings have already been accepted for inclusion in the ***Conference Proceedings Citation Index - Social Science & Humanities (CPCI-SSH)***. Other conference proceedings are in progress.

On behalf of all EBES officers, I sincerely thank you for all your support in the past. We look forward to seeing you at our forthcoming conferences. We very much welcome your comments and suggestions in order to improve our future events. Our success is only possible with your valuable feedback and support!

I hope you enjoy the conference!

With my very best wishes,

Klaus F. ZIMMERMANN
President

EXECUTIVE BOARD

- **Klaus F. Zimmermann**, *UNU-MERIT*, Maastricht, and *Free University Berlin*, Germany
- **Mehmet Huseyin Bilgin**, *Istanbul Medeniyet University*, Türkiye
- **Jonathan Batten**, *RMIT University*, Australia
- **Iftexhar Hasan**, *Fordham University*, U.S.A.
- **Euston Quah**, *Nanyang Technological University*, Singapore
- **John Rust**, *Georgetown University*, U.S.A.
- **Dorothea Schafer**, *German Institute for Economic Research DIW Berlin*, Germany
- **Marco Vivarelli**, *Università Cattolica del Sacro Cuore*, Italy

OFFICERS

Klaus F. Zimmermann, PhD

(President)

UNU-MERIT, Maastricht, and Free University Berlin,
Germany

E-mail: zimmermann@merit.unu.edu

Mehmet Huseyin Bilgin, PhD

(Vice President)

Istanbul Medeniyet University, Türkiye

E-mail: bilgin@ebesweb.org

Hakan Danis, PhD

(Vice President)

MUFG Union Bank, U.S.A.

E-mail: danis@ebesweb.org

Alina Klonowska, PhD

(Executive Secretary)

Cracow University of Economics, Poland

E-mail: klonowska@ebesweb.org

Orhun Guldiken, PhD

(Treasurer)

Manhattan College, U.S.A.

E-mail: guldiken@ebesweb.org

Ender Demir, PhD

(Conference Coordinator)

Reykjavik University, Iceland

E-mail: demir@ebesweb.org

Sofia Vale, PhD

(Conference Coordinator in Europe)

ISCTE - IUL, Portugal

E-mail: vale@ebesweb.org

Jonathan Tan, PhD

(Conference Coordinator in Asia)

Nanyang Technological University,
Singapore

E-mail: tan@ebesweb.org

Ugur Can

(Administrative Director of the EBES Office)

E-mail: can@ebesweb.org

Aylin Akin

(Assistant Editor of the EBES
Publications)

E-mail: akin@ebesweb.org

Tolga Er

(IT and Business Developer of the EBES Office)

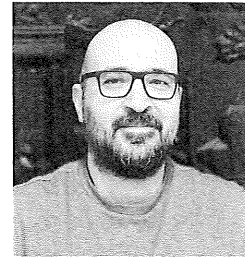
E-mail: ertolga@ebesweb.org

ADVISORY BOARD

- **Ahmet Faruk Aysan**, *Hamad Bin Khalifa University, Qatar*
- **Michael R. Baye**, *Kelley School of Business, Indiana University, U.S.A.*
- **Mohamed Hegazy**, *School of Management, Economics and Communication, The American University in Cairo, Egypt*
- **Cheng Hsiao**, *Department of Economics, University of Southern California, U.S.A.*
- **Noor Azina Ismail**, *University of Malaya, Malaysia*
- **Irina Ivashkovskaya**, *State University - Higher School of Economics, Russia*
- **Christos Kollias**, *Department of Economics, University of Thessaly, Greece*
- **Wolfgang Kürsten**, *Friedrich Schiller University Jena, Germany*
- **William D. Lastrapes**, *Terry College of Business, University of Georgia, U.S.A.*
- **Sungho Lee**, *University of Seoul, South Korea*
- **Justin Y. Lin**, *Peking University, China*
- **Brian Lucey**, *The University of Dublin, Ireland*
- **Rita Martenson**, *School of Business, Economics and Law, University of Gothenburg, Sweden*
- **Steven Ongena**, *University of Zurich, Switzerland*
- **Peter Rangazas**, *Indiana University - Purdue University Indianapolis, U.S.A.*
- **Peter Szilagyi**, *EDHEC Business School, France*
- **Amine Tarazi**, *University of Limoges, France*
- **Russ Vince**, *University of Bath, United Kingdom*
- **Adrian Wilkinson**, *Griffith University, Australia*
- **Naoyuki Yoshino**, *Faculty of Economics, Keio University, Japan*

Welcome to the 43rd EBES Conference

We are excited to organize our *43rd EBES Conference* which will take place on April 12th, 13th, and 14th, 2023 in Madrid, Spain. The conference will be hosted by the Faculty of Economics and Business at the Universidad Complutense de Madrid with the support of the Istanbul Economic Research Association. The conference will be hybrid which will give participants the opportunity to join the conference either in person or virtually.



We are honored to have received top-tier papers from distinguished scholars from all over the world. We regret that we were unable to accept more papers. In the conference, 189 papers will be presented and 399 colleagues from 53 countries will attend the conference. We are pleased to announce that distinguished colleagues **Klaus F. Zimmermann** from *GLO* (Germany), **Dorothea Schäfer** from *DIW Berlin* (Germany), **M. Kabir Hassan** from *University of New Orleans* (U.S.A.), **Christopher A. Hartwell** from *Zurich University of Applied Sciences (ZHAW)* (Switzerland), and **Marco Vivarelli** from *Università Cattolica del Sacro Cuore* (Italy) will join the conference as invited keynote speakers.

Throughout the years, EBES conferences have been an intellectual hub for academic discussion. Participants have found an excellent opportunity for presenting new research, exchanging information and discussing current issues. We believe that our future conferences will improve further the development of knowledge in our fields. In addition, based on the contribution of the paper to the field, the *EBES Award Committee* has selected one of the papers for the *Best Paper Award*. The *Best Paper Award* winner will be announced during the conference.

On behalf of EBES, I would like to thank to all presenters, participants, board members, and keynote speakers. I am looking forward to meeting you in the conference and seeing you all again at the upcoming EBES conferences. *We appreciate your patience, partnership, support and understanding during these extraordinary times.*

Stay safe and healthy!

Best regards,

Ender Demir, PhD
Conference Coordinator

SCIENTIFIC COMMITTEE

- **Teresa C. Herrador Alcaide**, *Universidad Nacional de Educación a Distancia (UNED)*, Spain
- **Sagi Akron**, *University of Haifa*, Israel
- **Hasan Fehmi Baklaci**, *Al Akhawayn University*, Morocco
- **Marco Bisogno**, *University of Salerno*, Italy
- **Gabor Bota**, *Budapest University of Technology and Economics*, Hungary
- **Laura Brancu**, *West University of Timisoara*, Romania
- **Taufiq Choudhry**, *University of Southampton*, UK
- **Andrzej Cieslik**, *University of Warsaw*, Poland
- **María Romero Cuadrado**, *Universidad Nacional de Educación a Distancia (UNED)*, Spain
- **Joel I. Deichmann**, *Bentley University*, USA
- **Laura Parte Esteban**, *Universidad Nacional de Educación a Distancia (UNED)*, Spain
- **Irene Fafaliou**, *University of Piraeus*, Greece
- **Clara García**, *Universidad Complutense de Madrid*, Spain
- **M. Kabir Hassan**, *University of New Orleans*, U.S.A.
- **Tamara Jovanov**, *University Goce Delcev - Shtip*, Macedonia
- **Alexander M. Karminsky**, *National Research University*, Russia
- **Ashraf A. Khallaf**, *American University of Sharjah*, UAE
- **Tipparat Laohavichien**, *Kasetsart University*, Thailand
- **Gregory Lee**, *University of the Witwatersrand*, South Africa
- **Alberto A. Álvarez López**, *Universidad Nacional de Educación a Distancia (UNED)*, Spain
- **Ivana Dražić Lutitsky**, *University of Zagreb*, Croatia
- **Susana Martínez-Rodríguez**, *University of Murcia*, Spain
- **Roman Mentlik**, *University of Finance and Administration*, Czech Republic
- **Jan Jakub Michałek**, *University of Warsaw*, Poland
- **Veljko M. Mijušković**, *University of Belgrade*, Serbia
- **Alexander Redlein**, *Vienna University of Technology*, Austria
- **Nives Botica Redmayne**, *Massey University*, New Zealand
- **Blanca Sánchez-Robles Rute**, *Universidad Nacional de Educación a Distancia (UNED)*, Spain
- **Liza Rybina**, *KIMEP University*, Kazakhstan
- **Hunik Sri Runing Sawitri**, *Universitas Sebelas Maret*, Indonesia
- **Dario Šebalj**, *Strossmayer University of Osijek*, Croatia
- **Irina Sennikova**, *RISEBA University*, Latvia
- **Montserrat Hernández Solís**, *Universidad Nacional de Educación a Distancia (UNED)*, Spain
- **Sofia de Sousa Vale**, *ISCTE Business School*, Portugal
- **Leszek Wincenciak**, *University of Warsaw*, Poland

VOLUME II - CONTENTS

	Article Title & Authors	Page Numbers
41	<i>Links between Managerial Competencies Assessment Factors and Business Competency Model Factors</i> Lucia Zbihlejova , Faculty of Management and Business, University of Presov, Slovakia and Zuzana Birknerova , Faculty of Management and Business, University of Presov, Slovakia	892-906
42	<i>The Ability to Cope with Problems and Adaptation of Tourist Guides in Thai Society under the Situation of COVID-19</i> Manassinee Boonmeesrisanga , Silpakorn University, Thailand	907-918
43	<i>Comparative Analysis of the Performance of Stock Exchanges in Romania, Poland and USA</i> Maria-Cristina Zwak-Cantoriu , The Bucharest University of Economic Studies, Romania	919-943
44	<i>Revisiting Old Concepts: Do Ethical Perception and Gender Influence the Decision to Become Auditors?</i> María-del-Mar Camacho-Miñano , Universidad Complutense de Madrid, Spain; Cristina del Campo Campos , Universidad Complutense, Spain; Vera Gelashvili , Universidad Rey Juan Carlos, Spain; and Begona Navallas , Universidad Autonoma de Madrid, Spain	944-964
45	<i>To What Extent Can Profit and Cost Efficiencies Help Banks to Survive during Crisis? Some Evidence from Pre and Post War Syria</i> Mazen Mohamd Diwani , De Montfort University, Kazakhstan	965-1043
46	<i>Influence of Emotions in the Ethical Behavior of Managers and Workers: An Experiment in the Metaverse</i> Mercedes Fèvre-Obarrio , Universidad Complutense de Madrid, Spain; Francesco D. Sandulli , Universidad Complutense de Madrid, Spain; and David Pascual-Ezama , Universidad Complutense de Madrid, Spain	1044-1062
47	<i>Digitalizing Letters of Credit: Legal and Technical Challenges and Potential Solutions</i> Moein Elahi Nezhad , University of Naples Federico II, Italy and Consiglia Botta , University of Naples Federico II, Italy	1063-1076
48	<i>The Influence of Remote Audit Techniques on Audit Quality</i> Muhammad Rafly , Universitas Trisakti, Indonesia and Nurhastuty Kesumo Wardhani , Universitas Trisakti, Indonesia	1077-1091
49	<i>Tourism Model of Thai's Elderly People in Bangkok in the Situation of Virus COVID-19</i> Nitikorn Muangsornkhiaw , Silpakorn University, Thailand	1092-1103
50	<i>Achieving Maqasid al-Syariah in Zakat: Evident of the Evolution in the Governance and Administration of Zakat Institutions in Malaysia</i> Nor Hayati Samba Binti Mohamed , Universiti Teknologi MARA, Malaysia; Mohamad Ariff Bin Kasim , Ajman University, U.A.E.; and Siti Rosmaini Binti Mohd. Hanafi , Ajman University, U.A.E.	1104-1123

51	<i>The Relevance of Management Control Systems (MCS) in Zakat Institutions: Integrating Conventional and Islamic Theories on Zakat Entrepreneurship Programs in Malaysia</i> Nor Hayati Samba Binti Mohamed, Universiti Teknologi MARA, Malaysia; Mohamad Ariff Bin Kasim , Ajman University, U.A.E.; and Siti Rosmaini Binti Mohd. Hanafi, Ajman University, U.A.E.	1124-1139
52	<i>Debt Crisis in Spain?</i> Pablo Alcalá-Santaella , University San Pablo-CEU, Spain	1140-1157
53	<i>Climate Change, ESG Criteria and Recent Regulation. Challenges and Opportunities</i> Pilar Alberca, UNED (Universidad Nacional Educación a Distancia), Spain and Monica Oliver Yebenes , UNED, Spain	1158-1203
54	<i>Person-Organization Value Congruence: The Same Values, Different Priorities</i> Povilas Foktas , Vytautas Magnus University, Lithuania and Jolita Vveinhardt, Vytautas Magnus University, Lithuania	1204-1216
55	<i>The State of e-Commerce in SMEs in the Visegrad Group: An Empirical Investigation using the Digital Economy and Society Index</i> Richard Fedorko , Faculty of Management and Business of University of Prešov, Slovakia and Mikulas Kizak, Faculty of Management and Business of University of Prešov, Slovakia	1217-1231
56	<i>The Firm's CSR Image and Its Choice of Capital Structure</i> Ritab Salem Al-Khouri , Al-Ahliyya Amman University, Jordan and Mishiel Suwaidan, Yarmouk University, Jordan	1232-1253
57	<i>The Role of Digital Technologies in the Moving to Circular Economy in Tourism</i> Samalgul Nassanbekova , Astana IT University, Kazakhstan; Gaukhar Yeshenkulova , Astana IT University, Kazakhstan; and Nurkhat Ibadildin, Astana IT University, Kazakhstan	1254-1262
58	<i>Adolescent Girls' Empowerment Policy, Health Awareness, and Decision-Making: Evidence from the SABL A Program in India</i> Samira Hasanzadeh , Huron at Western University, Canada and Modjgan Alishahi, University of Ottawa, Canada	1263-1287
59	<i>Evaluation Lessons of Islamic Finance Technical Assistance Grants for the Development of Islamic Finance Industry: IsDB Case Study</i> Sayed Abbas , Ajman University, U.A.E.	1288-1337
60	<i>Do Higher Corporate Taxes Reduce Wages? New Evidence from Germany</i> Sebastian Eichfelder , Otto-von-Guericke-Universität Magdeburg, Germany; Mike Kluska, Otto-von-Guericke-Universität Magdeburg, Germany; Jonas David Knaisch, Otto-von-Guericke-Universität Magdeburg, Germany; and Hang Nguyen, Otto-von-Guericke-Universität Magdeburg, Germany	1338-1375
61	<i>Firm Growth, Age and the Intensity of International Trade</i> Segundo Camino-Mogro , Universidad Complutense de Madrid, Spain and Alberto López, Universidad Complutense de Madrid, Spain	1376-1408
62	<i>The Impact of Smart Contracts on Investment and Trade: An Economic Perspective</i> Seyed Milad Mahmood Kashani , University of Naples Federico II, Italy and Roberta Marino, University of Naples Federico II, Italy	1409-1422
63	<i>U.S. State Politics and Bank Performance</i> Silu Cheng, Metropolitan State University of Denver, U.S.A. and Alex Fayman , Metropolitan State University of Denver, U.S.A.	1423-1440

The ability to cope with problems and adaptation of tourist guides in

Thai society under the situation of Covid-19

Manassinee Boonmeesrisanga

Faculty of Management Science, Silpakorn University

boonmeesrisanga_m@su.ac.th

Abstract

This research aims to 1) to study the current situation of tourist guides in Thai society under the situation of Covid - 19 2) to study the cope with problems and adaptation of tourist guides in Thai society under the situation of Covid - 19 3) to suggest guidelines for the career of tourist guides to support the tourism situation after Covid – 19. This research is a qualitative research by phenomenology method. The data were collected by in-depth interview from 30 key informants by selecting specific key informants with purposive sampling and snowball sampling. The 30 key informants are tourist guides have work experience not less than ten years. The tools used for data collection were the researcher as an important tool, use interview questions and thematic analysis. The results showed that the current situation of tourist guides in Thai society under the situation of Covid – 19 impact for a wide economics, Thailand's tourism industry has come to a halt, the number of both Thai and foreigner tourists has been decreasing all areas and direct affecting to the tourist guides career all six area as physical and mental health, economic, social, family, career of work and self-development. For the ability to cope problem and adaptation of tourist guides can divided for three sides are cope problem, adapt and change. Refer to tourist guides career paths found that there were five sides are the way of thinking and attitude, health, knowledge development, work skills and network to create readiness for the future career of tourist guides.

Keywords: Ability to cope the problem, Adaptation, Tourist Guides, Tourism, Situation of Covid - 19, Thailand

Statement of the problem

From the past of economic, it shows that tourism industry is an important source of income for Thailand and help the country's economy for better as well as create many continual businesses, create a career, employment and income which are the result of tourism. Therefore, can said that tourism is important to the country's economic and social development. Tourism industry are important components and many factors make tourism success such as tourism resources, tourists, communities, hotels, transportation and travel agency. The one thing is very important for success of tourism is tourist guides who is the important role because tourist guides educate about tourist attractions, the important places as well as take care and facilitate the tourists throughout the journey. Therefore, tourist guide is an important element that makes a good impression of travelling.

Tourist guides, according to the tourism business and guide act 2008 means that a service provider is normal guiding tourist to various places, provide advice and knowledge services to tourist. (Ministry of Tourism and Sports, 2022). Each country has requirements for the professional tourist guides to be reserved for nationals of that country therefore able to works as tourist guides. Tourist guide are the goodwill ambassadors and representative of country. In Thailand, non-Thai nationality cannot do this occupation. Tourist guides is an important role in Thailand, important to tourism industry, society, culture, traditions, environment and tourists. Tourist guides facilitate travel for tourist attraction, safety, convenience and solve problems for tourists as well. (Chalongsri Phimonsompong, 1997:266). Tourist guides are very important for tourists because tourist guides closed it with tourists and know the need and behaviors of tourists. Therefore, tourist guides have the knowledge and many skills as service minded, resourceful, solve the problem and make the impression for tourists then they return to visit again. Paitoon Pongsabutra and Vilaswong Phongsabutra (1999) said that tourist guides are professionals who support and importance for tourism industry because tourist guides is the first people to meet tourists and the last people to say goodbye to tourists and provide the information to tourists as well.

The situation pandemic of Virus Covid-19 on 2019 till present, as pandemic to other country in the world, it was the worst situation in decades and affect to livelihood, the health and life of Thai people. (Department of Disease Control, 2020). And causing the economic damage that occurs around the world. (Bongkot Morasakul, 2021). Tourism Authority of Thailand has been greatly affected by both government and private sectors, hotels, restaurants, souvenir shop and also travel agencies. As a result of the situation pandemic of Virus Covid-19 affect to tourist guides or "Thai guides" lost their jobs. Many tourist guides have to adapt to the crisis by finding the new jobs to support during that time is not the tour, as they fear about the way of work after the situation of Covid-19. Over the past two years, the pandemic situation of Covid-19 directly affected to the tourist guides career and suffered greatly because their jobs concern to travel agencies if the entrepreneur closed their business or unable to operate the tourism business that affects employment in tourism industry especially Thai guides affected about 35,000 people, many of tourist guides adapt themselves into traders or vendor also do the occupation according to their aptitude. Professional Tour Guide Association of Thailand help tourist guides by providing sales areas in various places such as shopping centers (PPTV online, 2021). Consistent with information from the Tourism Industry Council of Thailand stated that Thailand was most affected by Covid-19 crisis because it taken to the tourism industry as 22% of gross national product. More than 2.3 million workers in tourism sector have been lack of income or unemployment (Department of Tourism, 2020). From the statistics in the year 2018, found that the number of Thai tourists guides throughout the Kingdom, and different type of licenses are amount 77,688 people in the operate of tourism (Ponphisut Phamornsirtrakul, 2018:36). Year 2022, it was found that there were 63,439 tourist guides decrease from the year 2021 about 11.45% as at March 18, 2022 (Department of Tourism, 2022).

At present, although the situation pandemic of Virus Covid-19 has improved but the skill of tourist guides language will disappear from this occupation by 30% while many new generation people even have proficiency in language skills but few people choose to do tourist guides as their main occupation. Most of them train the tourism course and received the license tourist

guides for makes an additional job, for the perspective of Thailand's tourism it may not return soon. After this, tourism behavior and the travel patterns of tourists may change. The arrival of middle tourists may not be in the near time yet, so tourist guides need to adapt and prepared for situations (PPTV, 2021). From the above mentioned, the researcher interested in the ability to cope with problems and adaptation of tourist guides in Thai society under the situation of Covid-19 because the tourist guides occupation is reserved for Thai people and very important career in the tourism industry of Thailand. Also, to study the current situation of tourist guides in Thai society to cope and adaptation including to suggest the guidelines for the career path of tourist guides for support the post Covid-19 tourism situation as their work may have to change so tourist guides who ready to adapt will survive in fluctuating circumstances in the future.

Research Objective

- 1) To study the current situation of tourist guides in Thai society under the situation of Covid – 19
- 2) To study the cope with problems and adaptation of tourist guides in Thai society under the situation of Covid – 19
- 3) To suggest guidelines for the career of tourist guides to support the tourism situation after Covid – 19

Research methodology

This research is a qualitative research by phenomenology method. It's a process of learning and understand the meaning of experience for tourist guides in Thai society in that situation. To indicated that the interpretation of the phenomenon in the social context occupation of tourist guides and the cope with problems and adaptation of tourist guides under the situation of Covid – 19. The research methods are as follows:

- 1) Method of collecting information, the researcher was collected data by in-depth interview from 30 key informants are tourist guides have work experience not less than ten years. In 30 key informants, one of them are the President of the Association of Professional Tour Guides by purposive sampling and snowball sampling.

2) The tools used for data collection was the researcher, research guidelines and in-depth interviews, informal and using open-ended questions.

3) Data analysis, researcher collect the data from interview, interview response and analysis the data with thematic analysis by organize the information, interpreted the conclusion about the current situation of tourist guides in Thai society, the ability to cope with problems and adaptation of tourist guides under the situation of COVID-19 and the guideline for the occupation of tourist guides to support the post Covid-19.

4) To check the credibility of information, use a Triangulation Method, to verify the collected data is accurate or not by Data Triangulate in terms of data provider, time and place for authentic data and answer research problems by examines concepts, theories and examine the triangulation of data collection methods including study the documents and interpretation. From the behavior of key informants during interview with in-depth interview. Also, images and sound record to ensure the information (Supang Chantawanich, 2011: 129-130)

Research results

This research, the researcher collects data from the study of theoretical concepts and the document related to research paper, design the interview answer by in-depth interview. The keys informant involved in the research as tourist guides, be the President of the Association of Professional Tourist Guides of Thailand. The key informants consented to interview for data collection. Researchers use persuasive questions to obtain in-depth interview and complete the information and use the audio record for replay and check the complete and correct of the interpretation.

Result

1. Current situation of tourist guides in Thai society under the situation of Covid-19

The study found that the situation pandemic of Virus Covid-19 affect to a wide economics, Thailand's tourism industry has come to a halt, the number of both Thai and foreigner tourists has been decreasing all areas. From the past, tourism industry generates incomes for Thailand. It is the main income especially the service business. Also, it is the main important to the country's economic development. The tourist guides are a very important in the tourism industry. In the past tourist guides, they receive the various job from travel agency. From

interviews with key informants, found that most of them had more than 15-30 years of work experience. Have a monthly income about 40,000 – 50,000 Baht due to the Covid-19 situation, the income is greatly reduced, some people have no income at all. Because the professional tourist guides are only major occupation. Therefore, they suffered greatly due to the occupation of tourist guide depend on travel agency if the entrepreneur closed their business or unable to operate the tourism business that affects especially Thai guides, the income lost and no job. In addition, tourist guides, it does not have any welfare to support. Only some of them are employees of the company which will have only welfare is social security. From the interview was found that this situation directly affects the tourist guides can divided to 6 aspects are as follows:

1.1 Physical and mental health, some tourist guides have been working as tourist guides for a long time, able to do a tour, taking a tour as exercise, when they are no work and stay at home didn't do anything and affect to health who do not have movement or exercise, some people infected with Covid-19 after recovering, the effect on the body is not as strong as before. Mental state stress serious, feeling depressed, emotional due to unemployment, no job, no income, serious about retirement and for future careers.

1.2 Economic aspects, some tourist guides have much lower income, and some have no income at all but the expense remain the same, have to adjust a lot of spending and spend more with careful. Some tourist guides use their saving or borrow from relative friends, bank loans, credit card dept and informal dept.

1.3 Social aspects, some tourist guides who have work to meet people but now don't have a job and lost contact, Also, they lack of income then they didn't go out for social as usual, some of them back to their hometown or other province.

1.4 For family aspects, used to earn income for family as the pillar of earning, now they rely from their family instead, no money to spend, save and save more affecting to everyone in their family, some of them has children who learn in the school and some of them have to take care their parents.

1.5 Occupation and change due to changing tourist behavior, the model of tourism and the demand change of tourists. Tourist guides needs to study and understand tourist behavior for adaptation and adjust the work guidelines for behavior of tourists. It is necessary to increase

knowledge in order to apply to work in the future. Must be able to work more than one job and able to adjust yourself to work in other ways, for example, in the past doing Inbound tour now adjust to a domestic tour. And use abilities to adapt during the situation pandemic of Virus Covid-19 such as teaching Chinese, English for earn extra income.

1.6 Self-development from the situation pandemic of Virus Covid-19 cause unemployment, therefore tourist guides needs to develop themselves as various skill as third language, using the digital technology, marketing in 5.0 era and looking for other talents to find career to support and cope with this situation in the future.

2. Ability to cope with problems and adaptation of tourist guide in Thai society under the situation of Covid-19, the study shown that the tourist guides are able to cope and adapt under the Covid-19 situation which can divide to 3 approaches as follows:

2.1 The ability to cope the problem of tourist guides found that the situation pandemic of Virus Covid-19 affect to the foreigner tourist decreased, some countries are unable to travel. Travel agencies had to closed therefore, the tourist guides are unemployed so there is guideline for coping as follows:

2.1.1 Finance and financial planning, since the tourist guides is and independent occupation, there is no welfare supports. Tourist guides must plan their financial by reduce expense for available money and looking for an additional occupation. Also earn extra money income while waiting for the good situation, some tourist guide moved back to their hometowns and reduce the cost and turned to agriculture, cultivate the vegetable gardens for their families and planting trees for sale.

2.1.2 Occupation, some of tourist guides used to work inbound tour must adapt for domestic tour and looking for more job and use abilities such as teaching Chinese, Japanese, English and French. Some of them open food shop, sell snacks, bakery, sell water and coffee or sell through online channels. Some of them work as rider, driver and general. In addition, group of tourist guides are share and help together, forward various information and received donation by Tourist Guide Association of Thailand, there are activities to help tourist guides by provide the area and allow tourist guides sells things for earn money under situation of Covid-19 and free of

charge for them such as the government center area in Bangkok. In terms of support from government and private sector, they help by training the various fields and free of cost such as cooking and baking, online marketing, language training and use of digital technology, increase knowledge as necessary skills for tourist guide.

2.1.3 Safety and well-being, work of tourist guide is providing and facilitate convenience for tourists. Tourist guides meet a lot of people therefore, they are necessary to take care their health and be careful while working, follow the measures of the Ministry of Public Health by vaccination, use paper and clothes mask, use gel alcohol, use alcohol hand cleansing mist, and social distancing. Also, safety for tourists who come to use their services.

2.1.4 Information aspects, tourist guides will follow all information especially news of Covid-19 and international news, using the social media as effectively such as Line, Facebook and sharing information to their friends for encourage and build confidence for their works.

2.2 Adaptation, tourist guides are necessary to adapt for living, should be find additional job during the situation pandemic of Virus Covid-19, need to prepare both physically and mentally for accommodate tourists which changing the model of travel and behaviors. Tourist guides need to find information and discover new tourist attractions, adapt the work to be interesting, increase specific skills, resolve the situation, create an identity for tourists and company to remember and creates job opportunities. In the future the tourism market may change, the tourists travel with small groups about 8-10 people and provide by themselves, contact travel agency less than.

2.3 Transformation, at present the model of travel have changed, the travel of tourists more independent. The current trend of tourism focusses on health tourism and community base tourism. Tourist guides needs to develop their knowledge, looking for new tourist attractions for accommodate tourists. Nowadays, the technology allows tourist to access quickly and convenience information, tourist guides need to develop their technology skills and also social media, online marketing channel. Tourist guides need necessary to learn new knowledge such as information safety, pandemic and health. To understand and prepare for the post Covid-19, tourist guides will accept changes and looking for other aptitudes from tourist guide occupation to additional career and create stable job for their family in the future.

3. To suggest guidelines for the career of tourist guides to support the tourism situation after Covid-19

From the interviews with key informants found that the guideline for tourist guides to support the post Covid-19, should consider guidelines for careers as follows:

3.1 Ways of thinking and attitudes, tourist guides must adjust to be positive people, adjust their attitude, need to support themselves especially old tourist guides may need to adjust the attitude for work such as have done a tour of Chinese before but now no Chinese tour may have to adjust instead for English tourist guides. Not stick to tourist guide occupation, if there is no work and no income, how to adapt. Therefore, it is necessary to have two incomes.

3.2 Health, need to take care themselves, exercise for health body, relax activities for prepare to back and start the job. Get vaccinated protect Covid-19 to build your own health, confidence for tourists and must adapt to live with Covid-19.

3.3 Knowledge development, develop abilities to increase the potential for self-knowledge, offer the accurate information to tourists such as knowledge of tourist attractions, develop foreign language skills, use social media, provide the content, legal knowledge and future trends of tourism, facilitate tourist especially the elderly or people with special needs, knowledge about diseases and first aid.

3.4 Work skills, Nowadays, the new generation of tourist guides should have more than one job skill because some of tourist guide are old, when they faced to crisis they were unable to do the job. So, they necessary to train and increase all knowledge and can create the new tourism model for demand of tourists.

3.5 Network, tourist guide should be good relationships with other people in the same work, join as a member of Professional Tour Guide Association of Thailand and other related for help and various benefit from network, necessary to have partners for network.

Discuss

From the study of the current situation of tourist guides in Thai society under the situation of Covid-19 found that affecting to the tourist guides career in a wide area, their income decreases and some of them lack of income because they do only one job occupation as tourist guides which this occupation depend on travel agency if the entrepreneur can't run tourism business, their income of tourist guides decreases and no welfare as well with corresponds to the research of Supanniga chakhamrun (2020) who studied tourist guides and adaption after Covid-19 situation. However, if tourist guides are an employee of travel agency there will be welfare as social security. The Covid-19 situation affect to tourist guides as physical and mental health, economic, social, family, occupation and self-development with corresponds with the research of Pimchanok Moonmit and Pitak Siriwong, 2022. The ability to face problems and adapt to sustainable community-based tourism after Covid-19 situation of Ban Hua Ao community, Sampran district, Nakhon Pathom province. The guidelines for the occupation of tourist guides found that there were 5 approaches as way of thinking and attitude, health, knowledge development, work skills and networks for guideline to tourist guide in the future career. Government and related sector necessary to help tourism sector especially tourist guides who are the ambassadors of the country to facilitate tourists and make impression throughout their visit to Thailand. Therefore, tourist guides are an important person to decision travel especially foreign tourists. Tourist guides are a reserved occupation for Thai people, according to the tourism business and guide act (No.2), 2016. Therefore, it is necessary to help tourist guides career to generate income for Thai people in the future.

Suggestion

1. Government and private sectors must plan and encourage tourism after the situation return to normal, provide the tourist attractions, tourism activities and facilities to encourage the economic both inside and outside country.
2. Government and private sectors should help tourism sector affecting from situation of Covid-19, should increase the potential and develop competency and necessary skills for future competitions.
3. Should be lessons learned and prepared to deal with pandemic in the future.

4. Create the partners and cooperation from tourism network and create tourism standard to develop for sustainable tourism.

Reference

Ministry of Tourism and Sports. Tourism Business and Guide Act. Accessible from <https://www.mots.go.th/news/category/372> (retrieved on August 27,2022)

Department of Tourism. (2020). Situation of Tourism in April 2020. Accessible form <http://www.dot.go.th/chart-stat/detail/2>. (retrieved on August 27,2022)

“.....”. (2022). Statistics of Tourism Business and Guide Registration Division. Travel and tourism business registration group guide. Accessible from <https://www.dot.go.th/chart-state/detail/2>. (retrieved on August 25,2022)

Department of Disease Control. (2020). Accessible from <https://ddc.moph.go.th/viralpneumonia/index.php>.

Chalongsri Pimolsompong. (1997). Tour guide. Documents for the general tour guide training program. (Overseas) Class 4. Department of Arts and Crafts, Faculty of Humanities, Kasetsart University.

Bongkot Morasakul. (2021). Knowledge and behavior for preventing Covid-19. Of first year nursing students. St Theresa International College and St. Louis College. Journal of Health Center, Vol.9, Year 15, Issue 37, May-August 2021.

Pornphisut Phamonsirtrakul (2018). Guidelines for the development of tour guide competencies desirable for providing creative tourism services in Thailand. Master of Arts Thesis (Intergrated Tourism Management). Faculty of Tourism Management National Institute of Development Administration.

Pimchanok Moonmit and Pitak Siriwong. (2022). Problem coping abilities and adaptation to management. Sustainable community-based tourism after the Covid-19 situation of Ban Hua Ao Community, Sampran District, Nakhon Pathom Province research and development journal Loei Rajabhat University, Year 17, Issue 59 January-March 2022.

Paitoon Pongsabutra and Wilaswong Phongsabutra. (1999). Guide Training Manual. Bangkok: Education Center Continuation of Chulalongkorn University.

Supanniga Chakamrun. (2020). Tour guides and adaptation after the situation of Covid-19. Accessible from [http:// management.bsru.ac.th](http://management.bsru.ac.th) (retrieved on July 18,2022)

Supang Chantawanich. (2011). Data analysis in qualitative research. Chulalongkorn publishing house University. Bangkok. 10th edition. Pages 129-130.

Chaleachon, N. & Wongphan, C. (2019). The Desirable Characteristics of Thai Tourist Guide to enter the Asean Community in Perspective of Tourism Business Operators in Bangkok. Journal of Rattana Bandit University, 14 (1), 1-14. (in Thai)

Chantawanich, S. (2011). “withikan wichai choeng khunnaphap” (qualitative research methods). 19 editions. Bangkok: Darnsutha Press Co., Ltd.

PPTV Online. (2021). The future of “career guides” may disappear from the tourism sector by 30% after being exposed to the poison of Covid. Dragging across the years. Accessible from [https:// www.pptvhd36.com](https://www.pptvhd36.com) (retrieved on August 25,2022)



43rd EBES Conference - Madrid

April 12-14, 2023

Madrid, Spain

Hosted by

Faculty of Economics and Business, Universidad Complutense de Madrid



Certificate of Participation

This is to certify that:

Manassinee Boonmeesrisa-nga

Silpakorn University, Thailand

has participated in the *43rd EBES Conference – Madrid* in-person on April 12-14, 2023 and orally presented a paper entitled “*The Ability to Cope with Problems and Adaptation of Tourist Guides in Thai Society under the Situation of COVID-19*”.

President

K. F. Zimmermann

Klaus F. Zimmermann, Ph.D.



(Eurasia Business and Economics Society)
www.ebesweb.org

Conference Coordinator

Ender Demir

Ender Demir, Ph.D.