Local Tourism Management Occupational Standard and Professional Qualifications for Elevating People in Tourism to an International Standard

มาตรฐานอาชีพและคุณวุฒิวิชาชีพ สาขาการจัดการการท่องเที่ยวในท้องถิ่นเพื่อยกระดับบุคลากร การท่องเที่ยวในท้องถิ่นสู่ระดับสากล

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Abstract

This research aims to construct and identify professional competencies for people operating activities involved with local tourism to be utilized for elevating and developing competencies of professionals in local tourism in accordance with the needs of entrepreneurs and align with tourism development trends. The samples were 39 key informants involved with local tourism, entrepreneurs, communities, government agencies, business sector, and associations related to tourism. A qualitative approach was employed as a research methodology through a document study, in-depth

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interview, focus group discussion, and workshop to construct the occupational standard and professional qualification for local tourism. Functional analysis technique was applied to analyze and identify the components of the occupational standard including functional map, key purpose, key role, key function, unit of competence, and element of competence, before the levels of professional qualifications were set. The results revealed that local tourism management occupational standard and qualification framework could be categorized into 6 groups in tourism profession, which were local accommodation operator, local food entrepreneur, local products and souvenirs entrepreneur, local storyteller, local tourism experience designer, and local tourism marketer, comprising of 45 competencies which were required for professionals or personnels who were in local tourism. Besides, these sets of competencies can be utilized as guidelines for developing capacity of local people in tourism communities further.

Keywords: occupational standard, professional qualification, competency, local tourism

บทคัดย่อ

งานวิจัยนี้มีวัตถุประสงค์เพื่อศึกษาและกำหนดสมรรถนะทางอาชีพ ของบุคลากรที่ดำเนินกิจกรรมเกี่ยวกับการท่องเที่ยวในท้องถิ่น เพื่อใช้ยกระดับ และพัฒนาผู้ประกอบอาชีพในการท่องเที่ยวท้องถิ่นให้มีสมรรถนะสอดคล้องกับ ความต้องการของผู้ประกอบการและการพัฒนาการท่องเที่ยว โดยมีผู้ให้ข้อมูล จำนวน 39 คน ประกอบด้วยบุคลากรที่เกี่ยวข้องกับการท่องเที่ยวในท้องถิ่น กลุ่มผู้ประกอบการ ชุมชน หน่วยงานภาครัฐ หน่วยงานภาคเอกชน สมาคมที่ เกี่ยวข้องกับการท่องเที่ยว วิธีการวิจัยใช้วิธีการวิจัยเชิงคุณภาพ โดยศึกษาจาก เอกสาร การสัมภาษณ์เชิงลึก การสนทนากลุ่ม การประชุมเชิงปฏิบัติการ บันทึก

และการเก็บข้อมูลในการจัดทำมาตรฐานอาชีพและคุณวุฒิวิชาชีพ โดยใช้เทคนิค วิเคราะห์หน้าที่ จัดทำแผนภาพหน้าที่งาน ความมุ่งหมายหลัก บทบาทหลัก หน้าที่หลัก จัดทำหน่วยสมรรถนะ สมรรถนะย่อย พร้อมทั้งกำหนดระดับคุณวุฒิ วิชาชีพ ผลการวิจัยพบว่า ได้กำหนดมาตรฐานอาชีพและคุณวุฒิวิชาชีพ สาขา การจัดการการท่องเที่ยวในท้องถิ่น จำแนกเป็น 6 อาชีพ คือ ผู้ประกอบการที่ พักท้องถิ่น ผู้ประกอบการอาหารท้องถิ่น ผู้ประกอบการของที่ระลึกและ ผลิตภัณฑ์ท้องถิ่น นักเล่าเรื่องท้องถิ่น นักออกแบบประสบการณ์ท่องเที่ยว ท้องถิ่น และนักการตลาดท่องเที่ยวท้องถิ่น ซึ่งประกอบด้วยหน่วยสมรรถนะ ทั้งหมด 45 หน่วยสมรรถนะที่เป็นความสามารถและทักษะของผู้ประกอบอาชีพ หรือบุคลากรในการท่องเที่ยวท้องถิ่นที่จำเป็นต้องมีในการทำงาน โดยสมรรถนะ เหล่านี้สามารถใช้เป็นแนวทางยกระดับศักยภาพแก่คนในชุมชนท้องถิ่นต่อไป

คำสำคัญ: มาตรฐานอาชีพ คุณวุฒิวิชาชีพ สมรรถนะ
การท่องเที่ยวในท้องถิ่น

Introduction

Thailand has plenty of valuable natural resources, arts and culture, and history with the uniqueness of each region that attracts tourists (Tourism Authority of Thailand, 2017). The tourism economy is one of the country's top revenue earners. In 2018, there were 38 million foreign tourists, an increase of 7.54%, and the revenue from foreign tourists revenue was 2,007,503 million baht, increasing of a 9.63% rise, (Ministry of Tourism and Sports, 2019) that were from various sectors, including travel, accommodation, souvenirs, restaurants, retails and services, and local businesses. Many sectors have gradually expanded their direct and indirect tourism-related activities ranging from accommodation in large-scale hotels to local

accommodation, including a rising number of restaurants and other hospitality to attract tourists.

Nowadays, as alternative tourism is becoming more diverse, local communities have become tourist service providers offering their local identity by presenting their unique and distinctive locals, including the nature, history, culture, tradition, ways of life, and conservation as a selling point, by adding more value into tourism activities and delivering different learning experiences for tourists in cultivating sustainability and benefiting to locality. The growth of local tourism and greater numbers of tourist arrival, the revenue is generated for the country and distributed to local people. At present, a large number of people are in the tourism-related jobs in the local area. The Tourism Economic Report No. 7: (Tourism and Sports Economic Division, Ministry of Tourism and Sports, 2017) revealed the number of local communities all over the country that were recognized as tourism community as follows:

Table 1
Numbers of Tourism Community in Thailand

Local Community in Thailand	Total
Tourism Community in North Region	82
Tourism Community in South Region	63
Tourism Community in Central Region	62
Tourism Community in Northeast Region	57
OTOP Nawatvithi Tourism Community	3,273
Tourism Community Enterprise	1,268

Sources: Tourism and Sports Economic Division, Ministry of Tourism and Sports (2017)

As shown in the table, numbers of tourism communities are able to develop their potential and elevate local tourism as a selling point to attract more tourists. Therefore, this research studies were conducted to establish occupational standards for workers in the local tourism to identify the necessary competencies for operating activities, working, or conducting businesses in local tourism. The framawork could be used as a guideline to enhance the skills, knowledge, and ability of local people to meet the needs of entrepreneurs to improve the service quality, safety, as well as tourist confidence. This study was conducted by an academia: National Institute of Development Administration (NIDA), in collaboration with professional experts in tourism community and related agencies to set up the professional standard, which identifies the levels of competence of a person in local tourism career and sets its professional qualification that is used for competence certification.

Accordign to the literature review, there was no attempt to investigate occupational competency for local tourism which is continuously expanding. Then, local businesses and local communities are required to develop their capacity to accommodate more tourists due to the community tourism development in many areas (Ministry of Tourism and Sports & Dasta, 2016) This research results will be utilized in identifying the competencies needed to perform tasks and carry out activities in local tourism with a standard.

In this study, the researcher collected data from stakeholders and analyzed tourism development trends and the context to classify the main occupation groups for setting the occupational competencies. The preliminary result reveals occupational groups related to local tourism, by integrating from literature review, the framework of the tourism industry, and community research of the relevant government agencies. The main groups of local tourism businesses were categorized as follows: 1)local restaurants, 2)accommodation in the community areas,

3) souvenirs and local products, and 4) local tour operators, while the key workers for local tourism are: 1) Planners/Marketers/Public Relations Officers and 2) Local Interpreters. The local tourism components are devided into 6 main occupations; Local accommodation entrepreneur, Local food entrepreneur, Souvenir and local products entrepreneur, Local storyteller, Local tourism experience designer, and Local tourism marketer. These occupation groups possess a significant role in driving local tourism which covers all the business and activities in the local tourism value chain such as travel and tourism service, accommodation, restaurants, souvenirs, tourism activities, experience creation, tourism marketing, public relations and tourism development strategy (Ministry of Tourism and Sports, 2017).

Objectives

1. To study the professional competencies in local tourism under the needs of entrepreneurs, the context of tourism development, the occupational standards and professional qualification pattern for Thai local tourism

2. To identify the professional competencies for local tourism personnel in enhancing and developing competence to local tourism professional standard

Research Methodology

The research aims to study the competency for constructing the occupational standards through a small group discussion and a focus group discussion with those skillful and working in local tourism with much experience. The competencies in performance required for operation were collected (Thailand Professional Qualifications Institute, 2019), and proceed by the following procedure and methodologies of national framework and scheme.

The qualitative research was employed to support the study; secondary data such documents, online resources, to focus on the professional standards, competency framework, and related professional research. In addition, in-depth interviews, focus group discussion, and workshop were also conducted to collect the primary data from experts and professionals. The research covers workers or employees in local tourism including entrepreneurs, tourism communities, government agencies, businesses, and associations related to local tourism. The occupational competency analysis employed the Functional Analysis (FA) technique and structural interview in integrating with the research process of occupational standards and professional qualifications formulation as follows:

1. Study and analyze data related to the competency of the target occupation groups, occupational standards of foreign countries, for instance, Indonesia, HongKong, Switzerland, and Australia, to be used as a guideline for the preparation of career standards and competency analysis.

2. Identify and set the occupational standard conferring to the theory and concepts of competencies study

3. Apply functional analysis techniques from beginner to advance jobs levels by conducting a focus group discussion with experts in each of the 6 occupations and analyzing the Functional Map consisting of Key Purpose, Key Role, and Key Function of each occupation as follows:

• Key Purpose refers to the scope of work at the professional level and represents a career goal that is different from other occupations.

• Key Role refers to the scope of work in each occupation group to achieve the Key Purpose of the occupation

• Key Function refers to the scope of duties and responsibilities of a specific group of tasks that person can perform to achieve the key role

• Units of Competence (UOCs) refers to the scope of the outcomes of tasks, with the beginning and end, can be done by one person

4. Identify the Unit of Competence of each occupation by conducting workshops, focus group discussions and in-depth interviews with professionals in each occupation group to collect and identify the Unit of Competence of each occupation, Element of Competence, and determine the competency level of each occupation according to the criteria and pattern of the Thailand professional qualification institution. However, only the findings of unit of competence are exclusively presented excluding the assessment details. Then, record the primary data to be analyzed for identifying occupational standards and professional qualifications. Accordign to the selection criteria, the key informants must be workers with more than 5 years of work experience in the 6 occupation groups, or persons working in the local tourism as a developer, entrepreneur or employer. The key informants of each occupation group are as the following: 6 persons in local accommodation operators, 7 persons in local food entrepreneur, 6 persons in souvenir and local product entrepreneur, 6 persons in local storytellers, 8 person in local tourism experience designers, and 7 persons local tourism marketers. The in-depth interviews were proceeded 2 times for each occupation, 12 interviews in total, and the focus groups discussion was conducted 4 times for each occupation group, total 24 group discussion.

5. Employ content analysis for data analysis and collect data from focus group discussions and in-depth interviews to compare, analyze and synthesize for common competencies through encoding data, sorting the essence, and arranging the information in term of

working operations, then, interpreting and grouping data for analyzing competencies with Functional Analysis technique.

6. Arrange the public hearing meeting with stakeholders from related sectors, especially entrepreneurs, workers and experts in occupation, associations, government agencies, and private sector, while a meeting with experts was held to present the results of the study. This allowed the researcher to obtain suggestions and collects data to improve competencies in occupational standards firmly to assure the accuracy and reliability of the study results.

Literature Review

Competency is the intrinsic attributes of a person that affect the performance of work, which includes knowledge, skills, and abilities that expressed through personality, behavior, and traits that drive people to work better (McClelland, 1973). In terms of professional competency study, in UK and Europe, the competency concept focus on the adequate and necessary competency for working to meet standards or average attributes, which will be used for setting the national vocational qualification for the professional worker. On the contrary, unlike McClelland's (1973) definition in American approach, competency refers to ability of high-performance individual or employees. (Akaraborworn, 2006) Hence, this study of local tourism competency identification will define competency as the ability to work adequately at the average of standard level in the Thai context according to Thailand Professional Qualification Institute's pattern.

The previous competency study of tourism workers mostly presented the professional jobs position in tourism industry side such as hotels, tour operators, tour guides, etc. Nevertheless, in the local tourism area, there are no explicit competency studies for local people or community. Form the Australia national occupation standard, the study

has identified some of tourism and hospitality competencies that are close to local tourism scope, classified into groups of core competencies in tourism, product planning and development, sales and marketing, general customer service, general ministration, and defined sub-competency in each group such as develop and improve local knowledge up-to-date, assess tourism opportunities for local communities, working with colleagues and customers, etc. (Australian National Training Authority, 1998). While, Indonesia provides the competency-based training courses for ecotourism guide included: basic of guiding, technique of guiding, interpretation, ecotourism travel planning, basis of service, impact of tourism, safety procedure, first aid, guiding Practice, etc. (International Labour Organization, 2013), and also provide the professional competency standard for tourism business sector. Moreover, an example of HongKong competency standard in tourism business sector identification found that competencies of the service industry (Catering) divided the function area into 5 groups: professional management skills, professional skills for the table section, professional skills for the production, section sale and services skills, and generic skills. Likewise, the ASEAN Mutual Recognition Arrangement on Tourism Professionals identified only competencies for job positions in tourism and hospitality sectors (Association of Southeast ASEAN Nations, 2018) From the previous results mentioned, the example studies can be used as a framework for classifying and analyzing the competencies needed in performing local tourism operations. However, in Thailand context, there is no study in terms of working competencies for individuals or workers directly, the existing studies focused at tourism community capacity level; such as participatory management competencies, (Esichaikul, Chansawang, & Montriwat, 2018) or the competencies of tourism group leaders (Ruanggoon & Namsao, 2020), etc.

For the arrangement of occupational standards and professional qualifications, there are related term definitions according to the professional qualifications system as follows:

Occupational Standard is referred to the identification of competencies at the personal level in occupation, which Thailand Professional Qualifications Institute (TPQI) is responsible for providing the studies and set up the competency level in various professional fields to meet with universal standard, and organized a system for certifying competence, knowledge, expertise and professional skills of persons by the competency assessment according to occupational standards under the professional qualifications system, to increase the manpower capability of the country (Thailand Development Research Institute, 2016).

Professional Qualification is stratified into 8 levels in the framework. The first level of professional qualification identified basic competencies, and the highest professional qualification identified the most specialized competencies (Thailand Professional Qualification Institute, 2019). The components of the qualifications framework defined the scopes of competency in 4 core dimensions composed of knowledge, skills, application, and ethics and responsibility, the competencies and qualifications level in occupational standards will be classified consistently with professional qualifications framework.

Professional qualifications framework is the structure for competency identification scales at each qualifications levels in occupational standard, function as the common criterion and description used for determining each professional qualifications level in occupational standards, not specific for only occupation. The framework classified in 8 levels in accordance with the ASEAN

Qualifications Reference Framework (AQRF) and Thailand National Qualification Framework. Each level describes the criteria of required knowledge, skills, and preferable attributes, scope of responsibility, expected outcomes, innovation, and level of work difficulty; for example, a person at the entry-level may not be able to innovate but can perform the jobs according to performance criteria, in which, at a high level, individuals will be able to create innovations (Thailand Professional Qualification Institute, 2019). The classification of competency level and general description of professional qualifications at each level are as follows.

Table 2
Description of Professional Qualification Framework in 8 Levels

Level	Description
Level 1	Competent in performing basic routine tasks by orders under close supervision context and focus on tasks.
Level 2	Competent in professional working skills followed by instructions and procedures and solving regular problems under the guidance of supervisors.
Level 3	Competent in technical apply the principles and work to meet standards, Solve technical problems on the job site with the manuals using, understand and explain working information with the right principle to control the quality of work under the guidance of supervisors.
Level 4	Competent in technical professional tasks and solve professional problems in unpredictable contexts, apply the principles of problem-solving and decision-making in duties on their own, coordinate to control the quality of the work.

Level	Description
Level 5	Competent in technical professional tasks and problem-solving in the general changing context, able to think critically and analyze the situations on their own, leadership, manage the productivity of work, communicate and coaching, and supervise the colleague to achieve the work plan.
Level 6	Competent in managerial and problem-solving in a complex and changing context by using knowledge or innovation to develop work system, consultation with experience and expertise.
Level 7	Competent in managerial and problem-solving in a complex and unpredictable context, develop and expand the knowledge or innovation in professionals to develop their organization or groups systematically.
Level 8	Competent in creating new knowledge or innovation, propose the problem-solving ideas in complex and unpredictable contexts, outstanding performance, visionary, be recognized in the national level or higher, give advice or opinions with skillful and responsible, and professional spirit for society

Source: Thailand Professional Qualifications Institute (2019)

Findings

The result of competencies identification for the local tourism management occupational standard is constructed from analyzing the related occupational standards from other countries as a model for setting competencies by task and performance with a combination of the knowledge, skills, and attributes used in working as the components, and classified these competencies into various levels under the scope of

a professional qualification framework. The data analysis through focus group discussions with people in 6 occupations, in-depth interviews, and workshops showed that the competencies used in the operation of the 6 occupations comprised of 45 units of competency and they could be classified according to the definitions given in each competency level of the professional qualification framework. The results of study are shown in Figure 1.

1. The results of local accommodation operator competencies from the focus group discussions with 6 experts, in-depth interviews, and workshops were classified into professional qualifications level 2, 3, and 4, consisting of 7 competencies as follow: Level 2 involves with the abitlity to 1) operate services followed by procedures in local accommodation, and 2) manage accommodation to be clean and hygienic; Level 3 involved with the abitlity to 3) manage accommodation to be comfortable and safe, and 4) manage accommodation to be environmentally friendly; and Level 4 involves with the abitlity to 5) apply universal design concepts to manage local accommodation environment, 6) design and decorate accommodation to reflect local identity, and 7) develop people to fit with the service system that reflects local identity.

2. The results of local food entrepreneur competencies from the focus group discussion with 7 experts, in-depth interviews, and workshops were classified into professional qualifications levels 3, 4, and 5, consisting of 11 competencies as follows: Level 3 involves with the abitlity to 1) manage the environment in a local food cooking facility, 2) manage safety in local food cooking and production, 3) prepare local food material and ingredients properly, 4) serve local food for customers with a friendly manner, and 5) communicate

information, values, history, quality of local food to customers; Level 4 involves with the abitlity to 6) manage local food cooking facility according to food sanitation principles, 7) arrange local food decorations uniquely, 8) operate cooking local food according to traditional wisdom, and 9) operate cooking local food with sanitary and safety; and Level 5 involves with abitlity to 10) set local food prices fairly, and 11) develop the quality of local food service to employees

3. The results of souvenirs and local products entrepreneur competencies from a focus group discussion with 6 experts, in-depth interviews, and workshops were classified into professional qualifications levels 4, 5, and 6, consisting of 9 competencies as follows: Level 4 involves with abitlity to: 1) design souvenirs and local products based on identity and local Thai wisdom, and 2) design packaging to add more value and pricing for souvenirs and local products; Level 5 involves with abitlity to: 3) control the production process of souvenirs and local products to meet standards, 4) study the market needs of souvenir and local products, 5) calculate and set the selling price of souvenirs and local products, 6) create souvenirs and local products brands; and level 6 is 7) maneuver the marketing strategy for souvenirs and local products, 8) penetrate new markets and expand the old market segment, and 9) develop souvenirs and products that unique and meet the changing market demands.

4. The results of local storyteller competencies from the focus group discussion with 6 experts, in-depth interviews, and workshops, were classified into professional qualifications levels 2, 3, and 4, consisting of 7 competencies as follows: Level 2 involves with abitlity to 1) develop the personality of local storyteller, 2) communicating to raise awareness of tourists; Level 3 involves with abitlity to 3) develop attributes of local storyteller, 4) support learning activities for tourists to

participate in, 5) organize cultural exchanges between communities and tourists; and Level 4 involves with abitlity to 6) design techniques for local storytelling with meaningful and diverting, 7) Tell stories for memorable.

5. The results of local tourism experience designer competencies from focus group discussion of 8 experts, in-depth interviews, and workshops, were classified into professional qualifications levels 4, and 5, consisting of 7 competencies as follows: Level 4 involves with abitlity to 1) manage tourism experiences based on local people's way of life, 2) design local tourism experiences based on tourists' interests, 3) test touring program according to designed local tourism experiences activities, 4) develop cultural exchange activities between tourists and local people; and Level 5 involves with abitlity to 5) understand tourists behavior and identify target groups, 6) understand the constraints of the area to create a local tourism experience, 7) define the main concept and the process of local tourism experiences design that can create experiences for tourists.

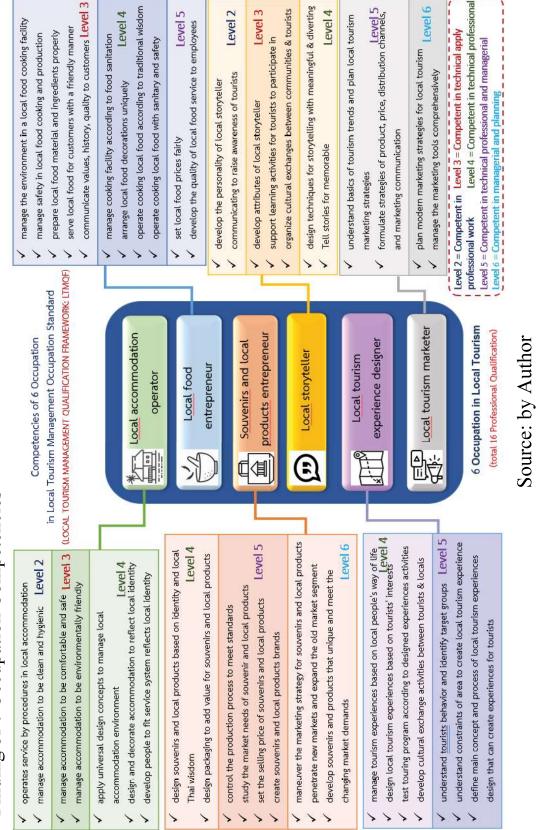6. The results of local tourism marketer competencies from focus group discussion of 6 experts, in-depth interviews, and workshops, were classified into professional qualifications levels 5, and 6, consisting of 4 competencies as follows: Level 5 involves with abitlity to 1) understand the basics of tourism trends and plan local tourism marketing strategies, 2) formulate strategies of product, price, distribution channels, and marketing communication; and Level 6 involves with abitlity to 3) plan modern marketing strategies for local tourism, 4) manage the marketing tools comprehensively.

However, the researcher has presented the results of the study to stakeholders for validation in order to fulfill the results more complete and reliable. In which the results of the public hearing with more than 100 stakeholders and presentation to 9 experts have additional opinions in adjusting some competency name to be more concise by cut off the extension details, revised the written language to make it easy for the local communities to understand and suitable for utilization, and add more details on cross-cultural learning between tourists and locals. The researcher has readjusted the competency name according to the above research results and can be summarized as shown in Figure 1.

Figure 1
Finding of 6 Occupation Competencies

Competencies of 6 Occupation
in Local Tourism Management Occupation Standard
(LOCAL TOURISM MANAGEMENT QUALIFICATION FRAMEWORK: LTMQF)

Local accommodation operator
Level 2
- operates service by procedures in local accommodation
- manage accommodation to be clean and hygienic

Level 3
- manage accommodation to be comfortable and safe
- manage accommodation to be environmentally friendly

Level 4
- apply universal design concepts to manage local accommodation environment
- design and decorate accommodation to reflect local identity
- develop people to fit service system reflects local identity

Local food entrepreneur
Level 3
- manage the environment in a local food cooking facility
- manage safety in local food cooking and production
- prepare local food material and ingredients properly
- serve local food for customers with a friendly manner
- communicate values, history, quality to customers

Level 4
- manage cooking facility according to food sanitation
- arrange local food decorations uniquely
- operate cooking local food according to traditional wisdom
- operate cooking local food with sanitary and safety

Level 5
- set local food prices fairly
- develop the quality of local food service to employees

Souvenirs and local products entrepreneur
Level 4
- design souvenirs and local products based on identity and local Thai wisdom
- design packaging to add value for souvenirs and local products

Level 5
- control the production process to meet standards
- study the market needs of souvenir and local products
- set the selling price of souvenirs and local products
- create souvenirs and local products brands

Level 6
- maneuver the marketing strategy for souvenirs and local products
- penetrate new markets and expand the old market segment
- develop souvenirs and products that unique and meet the changing market demands

Local storyteller
Level 2
- develop the personality of local storyteller communicating to raise awareness of tourists

Level 3
- develop attributes of local storyteller
- support learning activities for tourists to participate in
- organize cultural exchanges between communities & tourists

Level 4
- design techniques for storytelling with meaningful & diverting
- Tell stories for memorable

Local tourism experience designer
Level 4
- manage tourism experiences based on local people's way of life
- design local tourism experiences based on tourists' interests
- test touring program according to designed experiences activities
- develop cultural exchange activities between tourists & locals

Level 5
- understand tourists behavior and identify target groups
- understand constraints of area to create local tourism experience
- define main concept and process of local tourism experiences design that can create experiences for tourists

Local tourism marketer
Level 5
- understand basics of tourism trends and plan local tourism marketing strategies
- formulate strategies of product, price, distribution channels, and marketing communication

Level 6
- plan modern marketing strategies for local tourism
- manage the marketing tools comprehensively

6 Occupation in Local Tourism
(total 16 Professional Qualification)

Level 2 = Competent in professional work   Level 3 = Competent in technical apply
Level 4 = Competent in technical professional
Level 5 = Competent in technical professional and managerial
Level 6 = Competent in managerial and planning

Source: by Author

Conclusion and Discussion

The identified competencies from the research findings were consistent with other tourism competencies from relevant studies in which fundamental knowledge and understanding about each occupation competency categorizing are crucial. These include understanding the conditions and restrictions of the tourism area, understand the fundamentals of tourism trends and plan the strategies, and etc. This is in line with what has been found in the Indonesian curriculum, (International Labour Organization, 2013) that competency of ecotourism guide includes ecotourism travel planning, Impact of Tourism, which is essential for managerial competencies such as competency of local tourism experience designer and local tourism marketer who requires in-depth technical competence to think analytically, solve problems, and assess the situation to make decisions, especially, local knowledge which is required to be applied in designing and communication. These competencies are consistent with a study in Australia (Australian National Training Authority, 1998) of which the results showed that the improvement of local knowledge to be up-to-date and assessment of tourism opportunities for local communities are the core competencies in tourism, while souvenir and local product entrepreneurs must have basic knowledge in producing and designing which can maintain the local identity. In the meantime, it is necessary for local accommodation operators to have knowledge about local identity to manage accommodation and the environment to be comfortable and hygienic, while providing services that can represent the local identity. In addition, local food entrepreneurs have to recognize the value, history, and quality of local food, as well as, local storytellers who need to have proper knowledge and understanding of their locality to tell a meaningful local story.

The required competencies of a local accommodation operator is similar to the general hotel service competencies which focus on providing accommodation and environment which are clean, hygienic, and environmental friendly, where personnel are required to conform to various standards at the community level. This differs from general hotel jobs in that it focuses on managing the environment and designing accommodation to represent the local identity, which is suitable for personnel and resort operators, homestays in community, or local lodges. This competencies group is similar to the souvenirs and local products entrepreneur competencies since the required skills and knowledge are similar to those general product design and development skills, differences in the context of local resources or production processes focusing on reflecting local identity through local products and branding, which is suitable for souvenir shop entrepreneurs, craftsman community, local product manufacturers, or community products.

From the results found that the competencies of local food entrepreneurs combined with competency group that consistent with a study in HongKong (Qualifications Framework Secretariat, 2013) Function Area that categorized competencies of food service (Catering) function area into 5 groups, include: service and sales, table setting skills, food production skills, and management skills. Although the context of local food entrepreneur differs from the service sector, the components or job competencies are similar since the expected outcomes of the competency are aligned to the local tourism context such as; serve local food to customers with friendly, communicate information, values, history, quality of local food to customers, manage the environment in a local food cooking

facility, operate cooking local food with sanitary and safety, set local food prices fairly, etc. These competencies are suitable for in restaurants in local areas, tourism communities, and local product shops.

The competencies of local storyteller was consistent with a study of ecotourism guide competencies in Indonesian (International Labour Organization, 2013) which found that some jobs characteristics are alike and personnel are required to have a basic understanding of how to work such as basic of guiding, techniques for guiding, interpretation, interesting technique of storytelling. Most of the knowledge and skills are basic operation competencies. These competencies are suitable for individuals in the local tourism communities who are responsible for communicating locality to the visitors, local wisdom scholars, community storytellers, local interpreters, community leaders, or local guides.

Furthermore, the data analysis revealed that competencies of local tourism experience designers and local tourism marketers are consistent with other research in Thai community context (Esichaikul, Chansawang, & Montriwat, 2018) in which the participative management competency of tourist attractions in the community were examined and it was found that the required competencies were similar including marketing and public relations, service creation, enhancing tourist attraction management experiences. For example, the findings are consistent with the research of Ruanggoon, & Namsao (2020) who studied the competency of cultural tourism group leaders and found that communication skills and marketing ability are required capacity for community leaders who are the key person groups in working context of local tourism scope. The consistent competencies are distributed in the professional qualification level 4, 5, and 6, of these two occupations namely: design local tourism experiences based on tourists' interests, plan modern marketing strategies,

manage the marketing tools comprehensively which are management competency and suitable for people who design tourism programs and travel routes, tourism activity developer in the community area, tourist attraction owner, or related people promoting or marketing for local tourism.

Implication

1. Implication for future research

For further competency study aming to set local tourism-related occupational standards in other occupations, the new forms of tourism activities or operations that emerge from the adaptation of tourism and the new coming or revised standards should be considered, including the ability to manage the carrying capacity to identify the necessary competencies for adaptation of workers and local people in both local tourism communities and local business.

2. Practical Implication

In applying the results of this study, related development agencies can consider using the competencies in this occupational standard to design training courses or practice-based learning at the local community level by involving experts in transferring practice to local people or workers in local tourism. In addition, the communities and local entrepreneurs are able to apply these competencies set according to occupational standards as a guideline for competencies training and self-development further.

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