

## Model of Human Resources Development for Self-Development of People: A Study of the 15-21 years in Songkhla, Thailand

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### 1. Introduction

Songkhla Vision 2027( 003-2027) delineates Songkhla as a city of creative economy, peaceful society and environmental sustainability. The city aims to achieve this vision through focusing on developing human resources both in physical and mental aspects. The city's philosophical belief is that human resources in the age range of 15-21 years as adolescents are important because they stand in a period overlapping between a child and an adult. Therefore, it is vital to study the current conditions of lifestyles of 15-21 years old people about their interests and needs in various aspects for the formulation of a model of human resources development as part of strategic plans for the province of Songkhla, Thailand.

### 2. Research Objectives

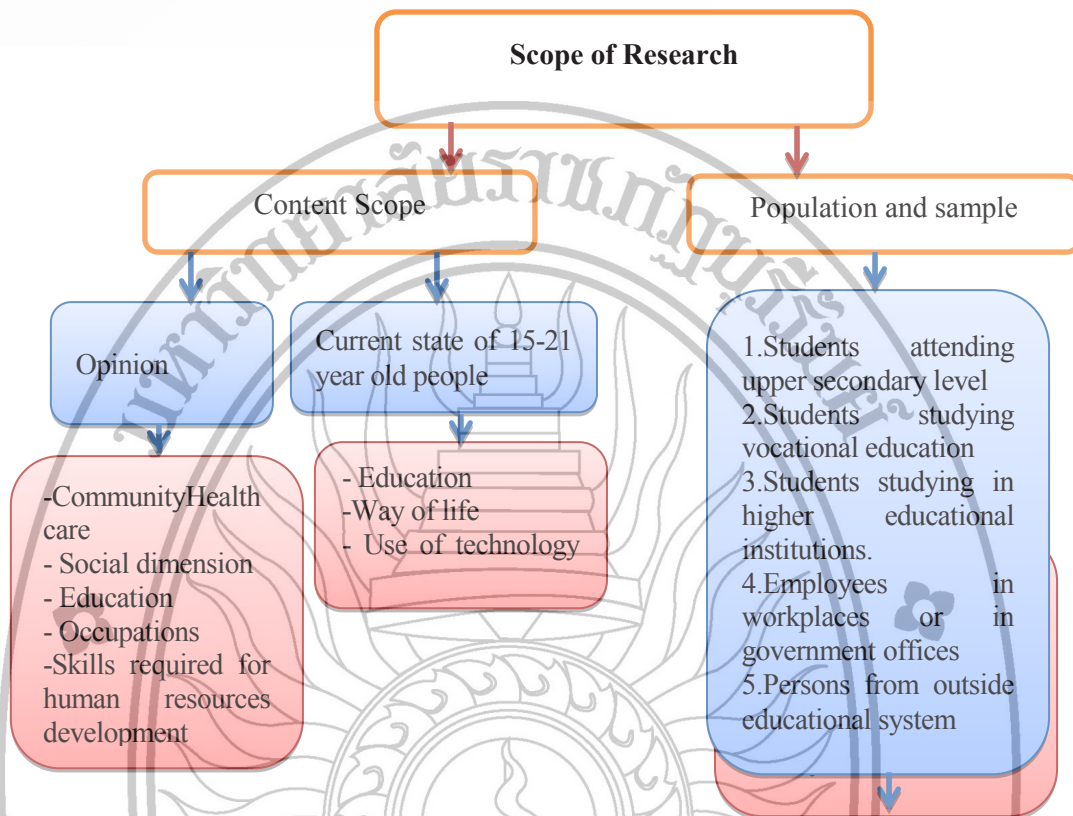
#### 2.1 Key objective of the research plan

The key objective of the research plan is to formulate the master plan for the development of human resources holistically by focusing on the development of physical, mental, intellectual, educational, social, cultural and religious characteristics of the people. The study focuses on the application of principle of sufficiency in lifestyle to create a happy society that contribute to the development of strong economic stability, peace and environmental sustainability.

#### 2.2 The specific objectives of the research program

- To study the current lifestyle of 15-21 year old people in Songkhla in terms of their education, way of life and the use of information technology;
- To study the opinions of 15-21 year old people in Songkhla in terms of education, social dimension, health, occupations, required skills and the development of human resources;
- To create a model of human resource development for people in Songkhla in terms of education, health and social dimension, occupation and the skills needed to be developed; and
- To present a model of human resources development for 15-21 year old people in Songkhla.

## Scope of Research



### 3. Research Methodology

#### 1. Qualitative Research

- Using questionnaire with 500 respondents aged between 15-21 years though accidentarandom sampling from 1. Students attending upper secondary level. 2. Students studying vocational education. 3. Students studying in higher educational institutions. 4. Employees in workplaces or in government offices. 5. Persons from outside educational system.

#### 2. Quantitative Research

- Focus group discussion with 25 key informants 1. Students attending upper secondary level. 2. Students studying vocational education. 3. Students studying in higher educational institutions. 4. Employees in workplaces or in government offices. 5. Persons from outside educational system..

### 4. Results

A study of the 21-15 year old people in Songkhla in the aspects of education, lifestyle and the use of information technology reveals the following. The personal background of the sample used in the study consisted of a sizable number of males (37.20%) and a majority of females (62.80%) with the percentage of age ranges as follows: 15 years old (8.8%); 16 years old (15.2%); 17 years old (18.2); 18 years old (12%); 19 years old (10.4%); 20 years old (15.4%) and 21 years old (20%).

In the aspect of education, respondents representing the 15-21 years old in Songkhla studying at the undergraduate level are quite small in number (20%), with a similar number studying at the lower and upper vocational level (20.2%), and a large



proportion at the secondary educational level (39.2%). In the aspect of occupation, a small number of respondents are engaged in occupations (14.6%) whereas an even smaller number of respondents are not schooling and not engaged in occupations (6%).

In terms of lifestyle, most adolescents live with their fathers and mothers (65.2%) and with their mother only (13.2%). A large proportion of the respondents consider parents as their role model (47.4%), whereas a small number of them consider their mother a person of role model (20%). A majority of the respondents believe that a person of role model must be a good person (80.8%), whereas only a small number of the respondents believe that a person of role model is an individual worth respecting (7.2%).

In the field of information technology, it was found that most 79.2 percent of the respondents own the computer (79.2%). An overwhelming majority of respondents are active online social media users (90%). More than half of the respondents use the Search Engine in their web surf (59%) and quite a large number have signed up for emails (60%). A sizable number of the respondents say they spend 3-5 hours/day to surf the Internet (31.2%); a similar number say they spend 1-3 hours/days on the internet (31.2%). On the use of the device, a majority of the respondents say they use a smartphone as a device to browse the network (61.8%) and only a small number say they use the notebook as the equipment to surf the Internet (19%). On the use of social media, an overwhelming majority of the respondents say they use the online social networks to find information for homework/reports (97%), with a similar number say they use the social media to watch movies/listen to music/watch drama (97%). A large proportion of the respondents use the social media as a way to talk to friends and find new friends (92.6%). In following the news, a large number of respondents follow the current issues of interests by the public (87%); with a smaller number follow sports (67.2%), and even a smaller number follow political news (61.4%), whereas a large proportion of the respondents follow daily news in general (82%). In addition, a quite large number of the respondents use the internet for practicing foreign language skills (74.4%), for playing online games (80%) and for beating the lonely atmosphere they are experiencing (87.2%). As for the time spent on watching TV each day, a small number say that they watch approximately 3-1 hours/day (36.6%), whereas a comparatively smaller number say they watch TV not more than 1 hour/day (25.6%). On the use of the device, smartphone is an active device used most of the time daily (72%), followed by a notebook computer (13.6%). On the use of device for connecting to online media, most of them use smart phones to connect to social networks (69.4%) followed by the use of computer notebooks (15.8%). On the reactions to the news, some respondents say that the news is 'quite uninteresting' (30.2%) and 'very uninteresting' (41.6%). A sizable number of respondents express the opinion that they are 'highly' interested in being part of the local and national development (43.6%).

Respondents were asked about their opinions on the provision of education, health care, social situation, occupation, necessary skills required for development and human resources development in Songkhla, and their responses are the following.

On educational provision, a rather small number of respondents 'quite agree' with the statement that educational institutions lack preparation for graduates to serve the labor market (35.8%), followed by those who 'agree' (24.6%) and those who 'strongly agree' (11%) with such statement. However, a small number of the respondents express that they 'quite disagree' with the statement (21.2%).

For the issue of educational institutions providing the curriculum in excess of the demand of the society and the labor market, respondents express their opinions that they 'quite agree' (37.4%), followed by those 'agree' (22.8%) and those who 'strongly agree' (11.6%) with the statement. However, a certain number of respondents express that they 'quite disagree' (19.8%) with such statement. In addition, they express their opinion that Songkhla lacks the training facilities in providing short courses for the people wishing to receive the vocational training.

In health care, a sizable number of respondents say that they 'quite agree' (22.6%) with the idea that exercise facilities and sports field are provided in the community, followed by those who say they 'agree' (33.2%) and 'strongly agree' (31.4%) with such idea. In addition, the respondents 'agree' (16.2%) or 'strongly agree' (64.8%) with the idea that drug abuse causes adverse effects on health of drug users.

In the social dimension, it is stated that people lack operational skills and current educational institutions lack preparation for graduates in their work life. A certain number of respondents 'quite agree' (27.6%) or 'agree' (25.4%) and 'strongly agree' (13.6%) with the statement, whereas certain respondents express that they 'quite disagree' (21.2%) with the statement.

On the idea that the manufacturing sector and the service sector in Songkhla still lack the information necessary to develop manpower in accordance with the potential investment and the economic growth, a sizable number of respondents 'quite agree' (39.6%) or 'agree' (36%) with the statement. They further comment that Songkhla also faces labor shortage in the logistics and tourism industries.

In the development of Songkhla, it is essential that private enterprises provide an opportunity for interested parties to visit their business facilities. For the response to this statement, a certain number of the respondents say that they 'quite agree' (32.6%), 'agree' (36%) or 'strongly agree' (17.6%) with the proposal. They agree that such action provide an opportunity for manpower producers and potential employers to meet and learn from each other of their requirements.

Regarding occupation, Songkhla at present is in shortage of labor in logistics, industries and tourism, which is virtually essential to the development of Songkhla. The reaction to this statement is that a sizable of respondents say they 'quite agree' (42.6%) and 'agree' (25.4%) with such statement. It is further stated that skills and desirable attributes be provided to employees in each career, focusing on skills necessary potential development of the youths in Songkhla.

On recreation, the youths are keen to be competent in sports, music and arts. A similar number of respondents 'quite agree' (29.8%), 'agree' (29.4%) or 'strongly agree' with such statement (25%). They further comment that necessary skills and desirable attributes of employees and for each profession be identified.

In development of human resources, the workforce planning in Songkhla should be implemented in accordance with the requirements of the service sector: logistics, agriculture/food production/agro-processing/transportation/health care. On the reaction to this statement, a certain number of respondents say that they 'quite agree' (32.6%), 'agree' (36%) and 'strongly agree' (17.6%) with such notion.

On the notion of human resources planning in Songkhla in line with the requirements of the industries: transportation/manufacturing and construction/agricultural processing industry/telecommunications and advanced technologies, respondents say they 'quite agree' (32.8%), 'agree' (37.2%) or 'strongly agree' (15.4%) with the statement.



On the issue of human resources planning in Songkhla in line with the needs on the field of tourism: hotels/restaurants/tour guide/tourism business, respondents say that they 'quite agree' (31.8%), 'agree' (32.6%) and 'strongly agree' (24%) with the idea.

On the planning of human resources in Songkhla to meet with language requirements: English/Chinese/Malay, respondents express their opinions at a 'quite agree' (29.8%), 'agree' (33%) and 'strongly agree' (25%) with this desirable suggestion.

As for the model of resources development of Songkhla in the aspect of education, it is necessary for educational institutions to carry out curriculum development aimed at improving the thinking skills, professional skills, language skills and focusing on professionalism. In health care, it is advisable that the people should be provided with a place for exercise and sports facilities for the communities. On the social skills, people should be guaranteed with recognition of the rights of others and of religious rights. In terms of occupation, there is a need to focus on professionalism, develop professional skills, necessary foreign language skills (at least three languages), information technology skills, specific professional skills and social skills to meet the needs of society and the labor market.

The model of human resources development for 15-21 year old people in Songkhla will have to be based on the characteristics of the people in the future; they should be a man of knowledge, morality, universal skills, IT literacy, respecting rights of others, love for homeland and a good citizen. The people in Songkhla in the future should be competent in foreign language skills (at least three languages), information technology skills, specific professional skills and social skills. The model of human resources development of the people in Songkhla involves curriculum development by educational institutions, infrastructure development, information system development and a focus on specialized skills, thus leading to the development of human resources based on the creative economy, peaceful society and environmental sustainability.

## 5. Conclusion

Human resources development model of Songkhla is based on the vision, mission, strategic goals and key projects to meet the intent of the human resources development for 21-15 year old people. There is a need to focus on education, careers and skills for entry into the career world of the future. Songkhla Vision 2027 serves as a master plan for the development of human resources holistically, focusing on the development of physical, mental, intellectual, educational, social, cultural and religious dimensions under sufficiency lifestyle. The ultimate goal is to create a happy society, economic stability, peace and environmental sustainability. This leads to a model of human resources development in health care, social being, career engagement and the skills needed to be developed.

## 6. Suggestions for Development of Human Resources Songkhla

1. Songkhla Province should be developed as a city of learning and knowledge. The quality of life of the people should be improved and they should be supported in quality education in both formal and informal education. The provincial administration should support the development of teachers and educational personnel for specialization in career field and promote and develop quality learning resources and lifelong learning. Language skills should be developed among teachers, educational personnel and students in Songkhla.

2.Songkhla Province should engage on career promotion among the people along with the support of economic development in the form of community's creative economic enterprise. The province should establish and maintain the central market and cooperatives. This is achieved through the establishment of workforce development system, increase of savings, reduction of household debt, empowering career groups, promoting community products based on the philosophy of sufficiency economy and promotion of halal products of Songkhla.

3.Songkhla Province should promote religious activities, cultural traditions and local wisdom and make efforts on the development and conservation of historic monuments and places of historical significance. Activities related to instilling morality and ethics among the youths and people in general should be encouraged and organized.

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