

A Causal Relationship Model in Supply Chain Collaboration of Logistics Business Performance Tourism Business in Thailand

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ABSTRACT - The purposes of factors affecting the causal relationship model in Supply Chain Collaboration of Logistics Business Performance Tourism Business in Thailand are: studying the factors of Logistics Business Performance Tourism Business in Thailand includes: 1) supply chain collaboration 2) the trust of organizations 3) the commitment of organizations and 4) using the logistics business performance to develop model of the factors above. Using statistical analysis description to analyze One-way multivariate variance and to check the validity of the patterns by SEM (Structural equation modeling) with 400 establishments. The finding are supply chain collaboration causes more trust especially one-way and commitment to organizations too, and the finding affects Logistics Business Performance and the more Importance of trust in organizations affects commitment and affects Logistics Business Performance Tourism Business in Thailand.

Keywords: Supply Chain Collaboration, Trust, Commitment, Logistics Business Performance, Tourism Business

I. INTRODUCTION

According to World Tourism Organization 2015. Thailand is the new traveling destination where is admired by visitors increasing continuously one-third of the visitors in Asia-pacific region therefor the connection between logistics and tourism are becoming increasingly important. Thailand is ready for any levels of the infrastructure [1]. But the potential of tour operators in Thailand cannot compete in both the ASEAN community and around the world [2].

However, The importance of Thailand Tourism Development is promoting the cooperation process of the public and private sectors together to focus on the development of tourism management mechanism in order to provide unity and integration, reduce duplication of mission, and reduce costs to gain the competitive advantage [3].

Therefore, this research focuses on the study of the factors and the effects of supply chain collaboration on logistics performance in Thailand. The new methodology was analyzed by analytical statistics of causal relationship and the study of mediating for the potential of supply chain collaboration. The questions of the research are what the features of the causal relationship of factors influencing the performance of logistics in Thailand are. Besides, how are they consistent with empirical data? And what is the dimension of the influence?

II. OBJECTIVES

1. To study the factors affecting the logistics operation of the tourism in Thailand.
2. To study the factors of organizational trust and organizational commitment that affect the logistics operation of the tourism in Thailand
3. To create a model of the causal factors and the effects in supply chain collaboration on the logistics operation of the tourism in Thailand.

III. RESEARCH METHODOLOGY

The study of the causal factors and the effects of supply chain collaboration on the operations of tourism logistics in Thailand had procedures as follow: Step 1: Studied various concepts, theories, and literature review related to the development of the frame work in the research. Step 2: Determined the frame work of the research as the figure 1

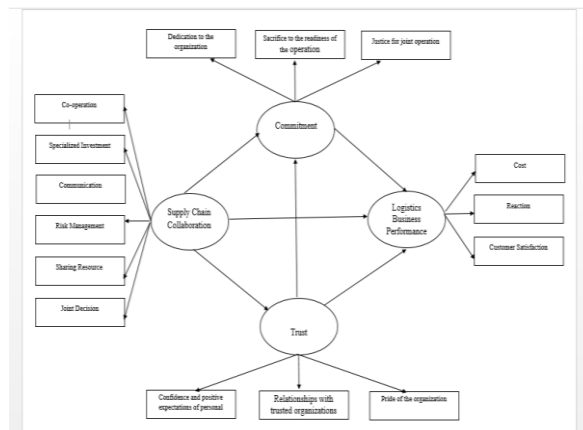


Figure 1 the frame work of the research

The sample used in the study was from the population of the performance of the business[4]. The implementation employed 12,500 lists of the registered tourism legally from Department of Tourism database, Ministry of Tourism and Sports[5]. used tolerances (E) and reliability.05. Therefore, there were more than 388 samples and conformed to the linear structural relationship. It should be 5 to 15 times. This research was set to 15 times was equivalent to 315 from 21 parameters. In addition, the gathering information was increased 85 tourisms to be 400 tourisms in order to support the Incomplete collection problem by Multistage Random Sampling as the following figure 2

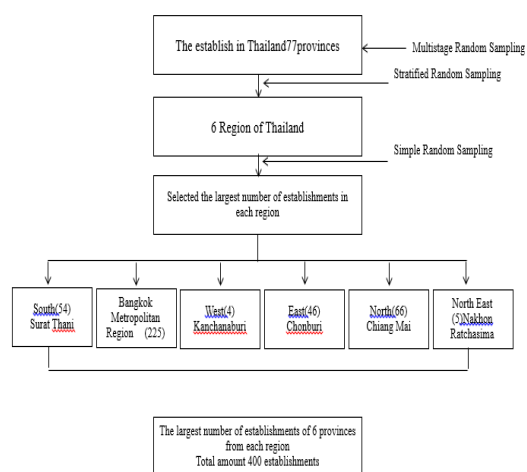


Figure 2 Multistage Random Sampling

Step 3: The research tool was constructed to test the validity by the quality inspection of content validity from 5 people for 48 tests were equal to 1.00 and, calculated reliability by the estimation of Cronbach's Alpha Coefficient. It was found that the validity of the questionnaire for all factors were high. The validity was .810 to .825 that meant the validity quality of measurement tools were in a good condition. Step 4: The data collection and the data analysis were operated with Structural Equation Modeling (SEM) Step 5: Conclusion and discussion Step 6: The findings of the data analysis were confirmed by Focus Group with 7 specialists to make the suggestions on how to propose a model for planning.

IV. RESEARCH RESULTS

The results of the analysis to answer each of the following objectives.

1. The research results based on research objectives. (1)

Overall, most establishments pay close attention and agree on the planning and determine the importance of supply chain partnerships in relation to the performance of logistics in Thailand that can be used as a tool to develop the operation of the tour business to create an advantage and business competition.

2. The research results based on research objectives. (2)

According to the hypothesis 1 The chi-square value was equal to 122.45 at the degrees of freedom was 67 level of significance was .0560 goodness of fit index (GFI) was .92 adjusted goodness of fit index (AGFI) was .92 and Root Mean Squared Residual (RMR) was 0.22 meant the hypothesis is consistent with empirical data, so executives and stakeholders cooperate in the supply chain both inside and outside the organization that create trust in the organization. The more trust is, the more organizational commitment is, and affects the logistic business in Thailand (Figure 3)

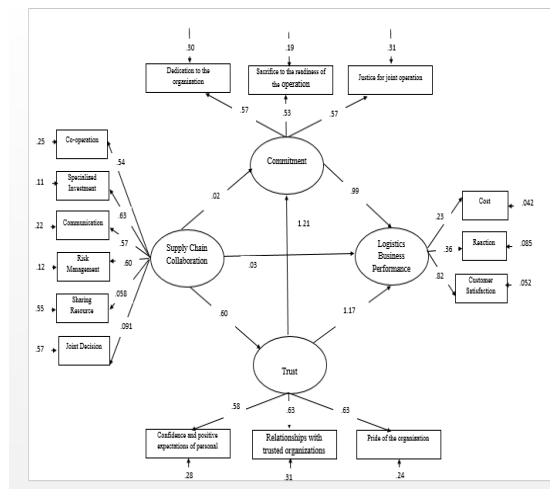


Figure 3 Model of hypothesis model. (1)

3. The research results based on research objectives. (3)

According to the hypothesis 2 The chi-square value was equal to 25.86 at the degrees of freedom was 20 level of significance was .17 goodness of fit index (GFI) was .99 adjusted goodness of fit index (AGFI) was .97 and Root Mean Squared Residual (RMR) was .0098 meant the hypothesis is consistent with empirical data, so executives and stakeholders ascribe that can create trust in the organization. The more trust is, the more organizational commitment is, and affects the logistic business in Thailand (Figure 4)

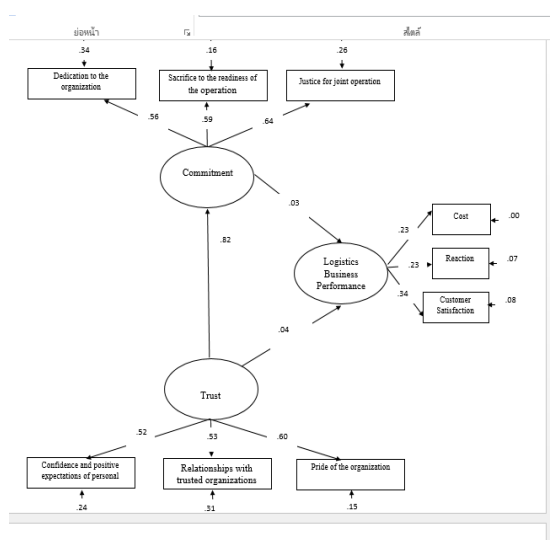


Figure 4 Model of hypothesis model. (2)

V. DISCUSSION

The study of causal and operant factors of supply chain collaboration on logistics performance in Thailand facilitates the causal and operant model of supply chain partnerships that affects logistic business of the tourism in Thailand can be defined as 3 plans consist of 1) the cooperation in the supply chain both inside and outside the organization affects trust in the organization. The more trust is, the more organizational commitment is, and affects the logistics business in Thailand 2) The more trust is, the more organizational commitment is, and affects the logistics business 3) For the study, experts by group discussion provided recommendations for the proposed format for the planning approach.

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