



Research Article

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The Context and Trend to Develop the Pre-Working Training Course for Promoting the Competency, Capacity and Ability in the Business Service Field in ASEAN Countries

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Abstract

The investigation of this research had 3 main objectives: 1) to study, survey and analyze the context, trend, competency, capacity and ability in the business service field in ASEAN countries, 2) to develop the competency standard in the business service, and 3) to discuss the competency standard that relevance to the need of the ASEAN workers in the business service field. The instrument of this research was a questionnaire, and was divided into three-parts, totally 29 items, the reliability by Cornbrash's Alpha = 0.98. Then collected for 258 participants by the accidental sampling methods. The data was analyzed by Mean, Standard-Deviation, t-test and one-way ANOVA for hypothesis testing. The result (s) was reviewed by step to step such; Step 1) a) the demographics of the sampling group, most of the sampling were female, totally 162 persons, representing 62.79%. 51 people aged up 40, representing 25.37%. 112 people had a bachelor degree, representing 43.41%. 100 people from the Philippines, representing 38.76%. b) The competency that the business service officer should have or should be. The overall opinion on the competency that it should have or should be at highest needs (mean = 4.22, s.d. = 0.56), when considering by the aspects, it was found that; the opinion on the organizational and perspective on the highest need came first, followed by the personal and service skills. And the opinion on the communicative skills at highly need came last, respectively. C) The hypothesis testing was found that the result of comparing the competency that the business service officer should have or should be by gender, such; the sampling who difference gender had a similar overall opinion on the competency that the business service officer should have or should be. And when considering by the aspect it was found that; the sampling who difference gender had a similar opinion on the competency in all aspects. Step 2) in each competency includes a definition and the observable behaviors (skills) that may indicate the existence of a competency in a business service person. These crucial competencies are divided into two types of competencies both the core competency and the functional competency and then are separated into the several 'clusters.', especially 19 (similar competencies related to a common skill set). Step 3) to discuss the competency standard. From the workshop and the focus group of the expertise, it can be concluded that the thinking skills are also the best way to develop the human in all careers because of many jobs need the human who also has awareness in their duties, responsibilities and concern in their job. Moreover, both of four subcategories of the thinking skills such, 1) the analytical and critical thinking skills, 2) the forward thinking skills, 3) conceptual thinking skills and, 4) the strategic thinking skills are suitable for this field of work. From the group discussion can be concluded that the "Establish the goals" should be the first priority of management in any fields of work as well as the business service, because the organization can set the goal(s) and develops a plan(s) to help fulfill the service business' mission. The comparison and discussion made clear that "the core competency standard" are adopted in several areas of the business service job both from the survey research and focus group discussion. In spite of the core competency is looking like the main organ of the human body, but it cannot avoid that the functional competency is also the supporting organ of the body too. Additionally, the group discussion is also analyzed that the "Cooperative Relationships and Teams Working" can be seen from the performance of the officer in the business service. Every job can be done by the good relationship of the colleagues and partner, so the business service jobs of the ASEAN should be established the organization in cooperation.

Keywords: Competency, Capacity, Ability, Business Service, ASEAN Countries

1. Rational for Study

For more than 54 years ago, the Association of Southeast Asian Nations, or commonly known as ASEAN, was recognized in Bangkok in 1965, Thailand, (Bangkok Declaration) by 10 countries as. Brunei Darussalam, Cambodia, Indonesia, Lao, Malaysia, Myanmar, Philippines, Singapore, Thailand and Viet Nam.

The goals of the ASEAN are namely: 1) to promote and improve the social and cultural development in all regions of ASEAN, especially, the partnership in all aspects, the prosperous and peaceful community along with the economic growth. 2) to encourage the local peace and solidity through enduring respect for justice, law in the relationship between the 10 countries. 3) to support the vigorously association and shared assistance together with fiscal, community, cultural, mechanical, scientific and administrative fields; 4) to deliver help to each other in the form of training, research, education, technical and managerial compasses; 5) to cooperate in agriculture and industries, to increase and improving the trade, including the international service trade, transportation and communications facilities 6) to endorse the Southeast Asian studies; and 7) to preserve the cooperation with existing international and local establishments that it was related to goals.

The Philosophies of the ASEAN were correlated through their relations with one another, commonly known as Treaty of Amity and Cooperation (TAC) that it can be divided as: a) Common respect for the independence, rule, equality, regional integrity, and national identity of all nations; b) The right of nation to lead its survival free from external interference, c) Non-interference in the inner activities of one another; d) Settlement of differences by peaceful way; and e) Actual assistance among themselves.

Moreover, the ASEAN Visions in 2020 were also remained and shared vision of ASEAN as a performance of Southeast Asian nations, obvious looking, living together in a peaceful situation, sharing the knowledge to improve all nations.

It can be said that, the Southeast Asian countries have also improved themselves rapidly in all aspects with joined in the global plan and the pursuit themselves for an international development goals. But in the last few years; the ASEAN countries were also concerned for harmonization of international standards.

Furthermore, it was also reconfirmed that the movement of the people from one country to another country in ASEAN is also easily than the former day, especially the workers in any field such as; agriculture, industries, medicine, merchant, and service business etc, can move themselves for their progressive of life in neighbor country.

It cannot deny that the service business is looking like the principle career for the ASEAN's people because, all of the ASEAN countries had a lot of workers, who needed to work in the service business.

Furthermore, the promoting of the Tourism of all of countries is rapidly growing from the begging of the 20 century until now. So the service business that was related to the tourism will become the glorious works in the 21 century.

Coming back to the development of the eleven Southeast Asian member countries in cooperation in service business, it has been rather good in increasing and growing up the opportunity of the peoples who are living in ASEAN countries can move themselves to the abroad.

In contrary, some workers or officers of the member countries are also lacking of proficiency in the service business, they did not know how to do and how to improve themselves directly through their jobs. So the problem of the capacity of the workers and officers was also raised in any part of eleven countries.

The problems which almost Southeast Asian countries continue to face relate to maintaining the service business officers' qualities, reducing the rejection of the service business company, providing enough the competencies, capacities and quality input, and enhancing the qualifications of service business's officers. That concern through the aims and purpose of the ASEAN are to provide assistance to each other in the form of training and research facilities in the educational, professional, technical and administrative spheres; to collaborate more effectively for the greater utilization of their agriculture and industries, the expansion of their trade.

Nearly century ago, Suan Dusit University of Thailand was participated and joined with another university in Southeast Asia such; the university of Southeastern Philippines, the University of Northern Philippines in Republic of Philippines, Tan Trao University in Socialist Republic of Vietnam, Dong Kham Chang Teacher College in People's Democratic Republic Lao and Universitas Negeri Jakarta (Stat University of Jakarta) in Republic of Indonesia in cooperative and co-networking in academic research. And then needs the progressive of cooperative in advanced. The researcher team believes that in the pursuit of quality education for university level, much more work needs to be done.

So this research looked into the major characteristics that define a "service business competency" in ASEAN countries, in professional development the standard competency (needed skills that relevance for the service business jobs) and then develop the pre-working training curriculum for training the workers who will run into the service business fields in future.

2. Research Objectives

1. To study, survey and analyze the context, trend, competency, capacity and ability in the business service field in ASEAN countries.
2. To develop the competency standard and in the business service field to promoting the worker in ASEAN countries.
3. To discuss the competency standard that relevance to the need of the ASEAN workers in the business service field.

3. Research Questions

1. What are the context, trend, competency, capacity and ability in the business service field in ASEAN should be?
2. How the competency framework, standards of the service business in ASEAN should be?
3. Are there differences in the participators need attributed to these demographic variable?
 - a. Gender
 - b. Nationality
 - c. Special careers
 - d. Age
4. How to fix the competency standard for pre-working training courses in ASEAN community, and how to improve them?

4. Research Area

This research emphasizes the present trends of the service business in ASEAN countries in 5 countries; such the Philippines, Laos, Vietnam, Indonesia and Thailand and also entailed and assessment or the developing the competency standard in the business service field of promoting the employee in ASEAN countries and how there full implementation can be achieved.

5. Definition of Terms

The definition of terms used for this investigation is mostly based on the business service competency standard in ASEAN countries only, namely;

1. Professional knowledge - refers to the mastery of content, methods, processes and methodology for working in the business service field to promoting the worker's capacities in advanced.
2. Professional skills - refers to the mastery of content, methods, processes and methodology for business service management in the ASEAN country community only.
3. Professional characteristics – refers to the personal tracts both inside and outside appearance, such as being responsible, punctual, etc.
4. Pre-Working Training Course – refers to the curriculum that intend or directly in promoting

or to develop the worker in the business service area; it is also including the name of the course, the purposes, subjects, credits, methods.

5. Context – refers to the social status, education, career, culture, community, job and the way of life of the people in ASEAN countries that its relevance to the business service area in tourism, hospitality, hotel, etc.
6. Trend – refers to the world's situation or the movement of the human's need in some areas of demand (s) both of inside and outside and then to develop and perform something depends on the time or the series of the social's need but in this investigation point out only in the business service field only.

6. Hypothesis

1. The participant, who differs in gender are also differ in their opinion in personal and service skills, the communicative skills and the organization and perspective of the business service offices should have or be.
2. The participant, who differs in age are also differ in their opinion in personal and service skills, the communicative skills and the organization and perspective of the business service offices should have or be.
3. The participant, who differs in educational background are also differ in their opinion in personal and service skills, the communicative skills and the organization and perspective of the business service offices should have or be.
4. The participant, who differs in country are also differ in their opinion in personal and service skills, the communicative skills and the organization and perspective of the business service offices should have or be.

7. Research Methodology

The research on the title of “Context and Trend to Develop the Pre-Working Training Course for Promoting the Competency, Capacity and Ability in the Business Service Field in ASEAN Countries”.has a research step by the following details as;

Step 1) to study, survey and analyze the context, trend, competency, capacity and ability in the business service field in ASEAN countries.

Step 2) to develop the competency standard and pre-working training course in the business service field to promoting the worker in ASEAN countries.

Step 3) to discuss the competency standard that relevance with the need of the ASEAN workers in the business service field.

7.1 Step 1) to study, survey and analyze the context, trend, competency, capacity and ability in the business service field in ASEAN countries

7.1.1 The Participants

Mostly of the participants in this investigation were the university's students, the officers in the business service, and the workers in the 5 ASEAN countries such as The Philippines, Laos, Vietnam, Indonesian and Thailand totally 258 units.

7.1.2 Procedures

The survey of this investigation was conducted in the form of the three – parts questionnaires;

1. Part A) asks for the demographic data of the sampling group in terms of gender, age, educational background and country.
2. Part B) deals with the business service competency needs of the sampling group in 3 categories; a) personal and service skills, b) communicative skills and c) organizational and perspective in business service fields.

3. Part C) was a suggestion and value added in the business service competency.

7.1.3 Instrumentation

The instrument used in this investigation is a three-parts topic; such, asked for the officer's competency in the business service field in the area of a) the personal and service skills, b) the communicative skills and c) the organizational and perspective in the business service field.

In addition, the research questionnaire was totally 29 items, and pointed out to identify the context(s) and trend(s) of the new issue or circumstances that it was related to the business service in ASEAN countries and finally, to develop the Pre-Working Training Course for Promoting the Competency, Capacity and Ability in the Business Service Field in ASEAN Countries.

7.1.4 The development of the instrument

The questionnaire is the main instrument of this investigation and it was divided into three parts by the following explanation;

Part 1) asks for the demographic of the sampling group in to 4 folds; gender, age, background education and country. The sampling groups were asked to report their demographic by checking in only one box under the categories of each demographic.

Part 2) concerns the need of the sampling groups by 29 items of question in 3 major's areas; 13 items of the personal and service skills, 12 items for the communicative skills and 4 items of the organizational and perspective in the business service field. The sampling group were asked to check in only one box under the five levels of importance of needs on each item by the following rating scale;

5	means	highest need
4	means	highly need
3	means	average need
2	means	less need
1	means	no need

7.1.5 Instrument Testing

In addition, the instrument testing of this investigation was followed from the step of research and then can be classified by;

1. Validity Testing

The questionnaire was conducted and analyzed by 3 expertise for checking the relevant of validity in content, language used, format and etc.

Reliability Testing

2. The questionnaire was taking to try-out with the 30 sampling groups (the nearly group of the real participant) for finding the reliability by Cornbrash's Alpha = 0.98.

7.1.6 Data Collection and Analysis

1. The context and trend to develop the pre-working training course for promoting the competency, capacity and ability in the business service field in ASEAN countries was assessed through the need questionnaire during the July, 2017 – December, 2017.
2. The analysis of the research data were conducted by means of descriptive statistics. The descriptive statistical analysis of the frequencies and percentages of the participant's responded were employed to report their demographic variables and to indicate the rank order of the items in each area of the needs listed in questionnaire.
3. The frequency distributions were analyzed to determine the proportion of the participant's responses to the five level of needs on the 29 items in 3 major's areas; personal and business service skills, communicative skills and organizational and perspective in business service fields.

4. T-test and one – way ANOVA were conducted for the second research question in determining the associations of the participants, need to each of these four demographic variable ; gender , age background knowledge and country, The 5 % of significance ($\alpha = .05$) was determined for the calculations of independence. Therefore, if there was a significant difference between condition means at the $p < \alpha$ level, then computing a post hoc test was needed.

7.2 Step 2) to develop the competency standard in the business service field to promoting the worker in ASEAN countries

In this step, the researchers used the focus group for developing the competency standard and pre-working training course from the results of step 1 by many experts were totally 12 persons, such;

1. The academic person in the University level and in the Vocational Level 2 persons
2. The experts in the service business fields in hospitality 3 persons
3. The experts in the curriculum and instruction 2 persons
4. The researchers 5 persons

7.3 Step 3) to discuss the competency standard that relevance with the need of the ASEAN workers in the business service field

The discussion panel of the competency standards and pre-working training course were hold on by the opinion of the experts in the related field of business service training in 12 persons, such;

1. The lectures in the university in the hospitality department 2 persons.
2. The teachers from the Vocational school 2 persons.
3. The experts in the hospitality or in the business service fields 2 person.
4. The leaders or the administrators or the owners of the foreign company who are related in the business service fields 3 persons.
5. The officers who are working in the business service company both in Thai and foreign company in business service fields 3 persons.

8. The Result(s) and Conclusion

The research on the title of the Context and Trend to Develop the Pre-working Training Course for Promoting the Competency, Capacity and Ability in the Business Service Field in ASEAN countries presented the results by the step of the research as follows:

Step 1; to study, survey and analyze the context, trend, competency, capacity and ability in the business service field in ASEAN countries by the questionnaires.

The questionnaire consisted of 258 people, returned 258 peoples were 100%. The results of the analysis as follows;

8.1 The demographics of the sampling group

Most of the sampling, 162 people were female, representing 62.79%. 51 people had aged up to 40, representing 25.37%. 112 people had a bachelor degree, representing 43.41%. 100 people from the Philippines, representing 38.76%.

8.2 The competency that the business service officer should have or should be

The sampling an overall opinion on the competency that the business service office should have or should be at highest needs (mean = 4.22, s.d. = 0.56), when considering by the aspects, it was found that; the opinion on the organizational and perspective on the highest need came first, followed by the personal and service skills of the business service officer. And the opinion on the communicative skills at highly need came last, respectively, that can be seen as follows;

1. The aspect of the personal and service skills of the business service officer at highest

- need (mean = 4.31, s.d. = 0.60), when considering by the items, was found that; the opinion on the business service officer should be good command in service mind and helpful at the highest need came first, followed by the business service officer should be friendly, open and professional way in business service and better personality, clearly speaking, clean and smile, came second and third. And the opinion on can use a combination of logic, personal passion, conviction and interpersonal skills to influence others or guess at highly need came last, respectively.
2. The aspect of the communicative skills at highly need (mean = 4.10, 0.65), when considering by the items, were found that; the opinion on can communicate with English at the highest need came first, followed by the consistently deliver high quality business service work on time and understanding who the guess is in a given situation and be able to communicate the individual requirements came second and third. And the opinion on can communicate with Western language (French, German, Spain or etc.) at average need came last, respectively.
 3. The aspect of the organizational and perspective at highest need (mean = 4.35, s.d. = 0.59), when considering by the items, were found that; the opinion on understanding the organizational structure, objectives and priorities to ensure there is joined up thinking across service areas at the highest need came first, followed by the actively seeks out information to understand how the different services work and how they link to the corporate strategy and understands the feeling of the person who is working in the business service section came second and third. And the opinion on actively seeks out information to understand how the different services work and how they link to the corporate strategy came last, respectively.

8.3 The hypothesis testing

The result of comparing the competency that the business service office should have or should be by gender found that; the sampling who difference gender had a similar overall opinion on the competency that the business service office should have or should be. And when considering by the aspect it was found that; the sampling who difference gender had a similar opinion on the competency that the business service office should have or should be on all aspects. It can be seen the details of the following items as;

1. The business service office should have or should be classified by age (Table 7), when analysis by the ANOVA method, it was found that; the sampling with different age had a different overall opinion and each aspect on the competency that the business service office should have or should be with significant at .05 levels.
 - a. The result of ANOVA, it was found that; the sampling with different age had a different overall opinion and each aspect on the competency that the business service office should have or should be with significant at .05 levels. When analysis the multiple comparison of Scheffe' methods it was found that;
 - b. The aspect of personal and service skills of the business service officer; the sampling with age up 40 had a different opinion from the sampling with age between 25-29, 30-34, and 35-39 with significance at .01 levels.
 - c. The aspect of communicative skills; the sampling with age up 40 had a different opinion from the sampling with age between 25-29, and 30-34 with significance at .01 levels.
 - d. The aspect of the organizational and perspective; the sampling with age up 40 had a different opinion from the sampling with age between 25-29 with significance at .01 levels.
 - e. Overall; the sampling with age up 40 had a different opinion from the sampling with age between 25-29, 30-34, and 35-39 with significance at .01 levels.
2. The business service office should have or should be classified by education (Table 10), when analysis by the ANOVA method, it was found that; the sampling with different education had a difference overall opinion and each aspect on the competency that the

- business service office should have or should be with significant at .05 levels.
- a. From the result of the ANOVA, it was found that; the sampling with difference education had a different overall opinion and each aspect on the competency that the business service office should have or should be with significant at .05 levels. When analysis the multiple comparison of the Scheffe' method, it was found that;
 - b. The aspect of personal and service skills of the business service officer; the sampling with upper than master degree had a different opinion from the sampling with the education level of less than university, bachelor degree, and master degree with significance at .01 levels.
 - c. The aspect of communicative skills; the sampling with upper than master degree had a different opinion from the sampling with the education level of less than university, a bachelor degree, and a master degree with significance at .01 levels.
 - d. The aspect of the organizational and perspective; the sampling with upper than master degree had a different opinion from the sampling with the education level of a bachelor degree with significance at .05 levels.
 - e. Overall; the sampling with upper than master degree had a different opinion from the sampling with the education level of less than university, a bachelor degree.
3. The business service office should have or should be classified by country (Table 13), when analysis by the ANOVA method, it was found that; the sampling with difference country had a different overall opinion and each aspect on the competency that the business service office should have or should be with significant at .05 levels. a master degree with significance at .01 levels.
- a. The sampling with different country had a different overall opinion and each aspect on the competency that the business service office should have or should be with significant at .05 levels. When analysis by the multiple comparison of the Scheffe' method, it was found that;
 - b. The aspect of a personal and service skills of the business service officer; the sampling in the Philippines had a different opinion from the sampling in Thailand, Laos, and Vietnam with significance at .01 levels. The sampling in Thailand had a different opinion from the sampling in Laos, and Vietnam with significance at .01 levels. The sampling in Laos had a different opinion from the sampling in Vietnam with significance at .01 levels.
 - c. The aspect of communicative skills; the sampling in the Philippines had a different opinion from the sampling in Thailand, Laos, and Vietnam with significance at .01 levels. The sampling in Thailand had a different opinion from the sampling in Laos, and Vietnam with significance at .01 levels.
 - d. The aspect of the organizational and perspective; the sampling in the Philippines had a different opinion from the sampling in Thailand, Laos, and Vietnam with significance at .01 levels.
 - e. Overall; the sampling in the Philippines had a different opinion from the sampling in Thailand, Laos, and Vietnam with significance at .01 levels. The sampling in Thailand had a different opinion from the sampling in Laos, and Vietnam with significance at .01 levels. The sampling in Laos had a different opinion from the sampling in Vietnam with significance at .05 levels.
4. The business service office should have or should be classified by country of the university (Table 16), when analysis of the ANOVA method, it was found that; the sampling with the differentiated country of the university had a different overall opinion and each aspect on the competency that the business service office should have or should be with significant at .05 levels.
- a. From the result of the ANOVA, it was found that; the sampling with the different country of the university had a different overall opinion and each aspect on the competency that the business service office should have or should be with significant at .05 levels. When analysis the multiple comparison by the Scheffe' method, it was found that;
 - b. The aspect of the personal and service skills of the business service officer; the

sampling in Thailand University had a different opinion from the sampling in Laos University, Vietnam University, and the Northern Philippines University with significance at .01 levels. The sampling of Laos University had a different opinion from the sampling of Vietnam University, the Northern Philippines University, and Southeastern Philippines University with significance at .01 levels. The sampling of Vietnam University had a different opinion from the sampling of the Northern Philippines University and Southeastern Philippines University with significance at .01 levels. The sampling of the Northern Philippines University had a different opinion from the sampling in Southeastern Philippines University with significance at .05 levels.

- c. The aspect of the communicative skills; the sampling in Thailand university had a different opinion from the sampling of Laos university, Vietnam university, and Northern Philippines university with significance at .01 levels. The sampling of Laos University had a different opinion from the sampling in Northern Philippines University, and Southeastern Philippines University with significance at .01 levels. The sampling in Vietnam University had a different opinion from the sampling of the Northern Philippines University and Southeastern Philippines University with significance at .01 levels. The sampling of the Northern Philippines University had a different opinion from the sampling in Southeastern Philippines University with significance at .05 levels.
- d. The aspect of the organizational and perspective; the sampling in Thailand university, Laos university and Vietnam university had a different opinion from the sampling in Northern Philippines university and Southeastern Philippines university with significance at .01 levels.
- e. Overall; the sampling in Thailand University had a different opinion from the sampling in Laos University, Vietnam University, and the Northern Philippines University with significance at .01 levels. The sampling in Laos University had a different opinion from the sampling in Northern Philippines University, and Southeastern Philippines University with significance at .01 levels. The sampling of Vietnam University had a different opinion from the sampling in the Northern Philippines University and Southeastern Philippines University with significance at .01 levels. The sampling in the Northern Philippines University had a different opinion from the sampling in Southeastern Philippines University with significance at .05 levels.

Step 2; to develop the competency standard in the business service field to promoting the worker in ASEAN countries

The Competency standard is coming from the result of step 1, that it can be seen from the previous results. Each competency includes a definition and the observable behaviors (skills) that may indicate the existence of a competency in a business service person. These crucial competencies are divided into two types of competencies both the core competency and the functional competency and then are separated into the several 'clusters.', especially 19 (similar competencies related to a common skill set). In addition, the results can be presented with the following details;

1. Core Competency

A. Core Competency no. 1

1. Customers and colleges are also;

- Establishing the goals
- Providing the Motivation Provision
- Developing each other's

B. Core Competency no. 2

2. Customers and colleges are also;

- Analytical and Critical thinking skills in the business service
- Forward Thinking skills in the business service
- Conceptual Thinking skills in the business service.
- Strategic Thinking skills in the Business service

C. Core Competency no. 3

3. Communicative skills are also;

- Diagnostic information Gathering in the business service.
- Persuasive communicative in the business service.
- Interpersonal Awareness in the business service.
- Influencing others in the business service.
- Oral Communication in the business service.
- Written Communication in the business service.
- Attention to Communication in the business service.

2. Functional Competency

A. Functional Competency no. 1 are also;

1. The Cooperative Relationships and Teams Working

- Building Collaborative Relationships in the business service field.
- Customer Orientation in the business service products or services.
- Fostering Teamwork and empowering others in the business service

B. Functional Competency no.2 are also;

2. The Management and Organizational Empowering

- Managing change in the business service jobs
- Managing performance in the business service jobs

9. The Recommendation

The research of the Context and Trend to Develop the Pre-working Training Course for Promoting the Competency, Capacity and Ability in the Business Service Field in ASEAN countries are also included Laos, the Philippines, Indonesia, Vietnam and Thailand. They are normally expected to have optimistic in the business service careers.

Moreover, even considered in each country, it also had a little different issue for the competency development in each country, but in finality, the out-put was not different from the main point to promote the business service career in the ASEAN, that it can be seen and recommended that;

1. The issue of this research is held in the ASEAN's context, so the results of this research were relevance of the need of the target group. When the result was considered in each aspect, it was found that the personal and service skills of the business service officer at highest need (mean = 4.31, s.d. = 0.60), especially; the business service officer should be good command in service mind and helpful at the highest need.

Furthermore, when we considered by the policy and the natural resources, architecture of each country (Laos, the Philippines, Indonesia, Vietnam and Thailand), they also still presented the tourism industry as the major income of each country. In contrary, another service business such, the hotel and accommodation or the restaurant or the health care are also participating for the need of the participants.

So, the results of this research in part 1, cannot get rid of or avoided to consider the personal and service skills of the business service officer in the first priority of the need. Following in friendly, open mind, clearly speaking, clean and smile, a combination of logic, personal passion, conviction and interpersonal skills to influence others or guess.

2. The numerous competency of the business service fields will support to the various organizations in the business service, such; the hotel and accommodation, the tourism industry, the restaurant and shops, the health care service or etc.

In deeply considered, can be classified the competency of this research into 2 main categories; the core competency and the functional competency.

The core competency is the major competency that every officer in ASEAN's country must have and should be. Because, the core competency is also mixed the valuable concept of the working career in the business service field; such;

- 1) Customers and colleges are also including the Establishing the goals, providing the motivation provision, and the developing each other's.
- 2) Thinking skills are also including the analytical and critical thinking skills, forward thinking skills, conceptual thinking skills, and Strategic Thinking skills.

- 3) Communicative skills are also including the diagnostic information gathering, persuasive communicative, interpersonal awareness, influencing others in the business service, an oral Communication, Written Communication, and Attention to Communication.

Moreover, in this research is also developing the functional competency that can be seen from the following details;

1. The Cooperative Relationships and Teams Working are also including the building collaborative relationships in the business service field, customer orientation in the business service products or services and fostering teamwork and empowering others in the business service.
2. The Management and Organizational Empowering are also including the managing change in the business service jobs and managing performance in the business service jobs.

It can be concluded that the core competency and the functional competency are the major tools for promoting the capacity of the business service officer in each part of the ASEAN's country. Consequently, research and competency are required to the highest correlations of the social's need in the business service field. It can be realized that the competent will promote professionalization of the ASEAN countries and encourage regional standards of the business service career, and then it can be implemented for the training curriculum.

Although, the result of this research has conducted and identified set of common competency standards in the business service field for the ASEAN country only, but the performance indicators and procedures of confirmation for each of the general and qualifying competences have yet to be finished out.

This research could be the focus of the future competency development in each countries that it is based on the results of this investigation, so the following areas of the future research should be as following;

- a. The future research should be conducted to develop the training Curriculum by the results of this investigation.
- b. The future research should be conducted to investigate the satisfaction of the officer in the business service organization in their career pathway, income, salary, self-improvement, self-esteem of their career.
- c. The result was suggested to determine the level of competency standards for 5 countries in ASEAN. The study should seek to identify key competency gaps among 5 countries after a year of research finished or existing ASEAN and endorsed strategies on how these gaps might be addressed and how to improve for the next century.

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