

From Standard Jobs to Green Jobs in Thai Tourism

Dr. Alexis Esposto,
Faculty of Business and Law,
Swinburne University of Technology,
Melbourne, Australia.
Email: aesposto@swin.edu.au

Tomi Winfree,
Swinburne University of Technology,
Melbourne, Australia.

Abstract

As the world steps up to tackle and combat climate change, a series of new innovative ideas implementations are emerging. These innovative solutions are looking at improving the human capital of nations by transforming the way we do things at work. Hence, through investments in training and retraining, every potentially existing job could become a 'green job', impacting positively on our physical environment and improving our welfare for future generations. This paper provides an example of how to transition a standard job to a 'green job' in the tourism industry through the development of 'green competencies'.
