



Roles of Burapha University in the Decade of 2027–2037 in Producing Social Science Manpower to Support the Growth of U-Tapao Airport and the Eastern Airport City

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Abstract

The study on the roles of Burapha University in 2027–2037 in producing social sciences manpower to support the growth of U-Tapao Airport and the Eastern Airport City is a qualitative study that aims to examine stakeholders' perspectives on workforce production for employment at U-Tapao Airport. This study is conducted because workforce development is an important mission of Burapha University, a key higher education institution in Thailand's eastern region. The researcher collected data through in-depth interviews with 6 groups of key informants, comprising one individual each, represented the Royal Thai Navy, NGOs, local media, Burapha University administrators, a Member of the House of Representatives, and executives from establishments in the Eastern Airport City area. Regarding the opinions towards producing social science manpower for U-Tapao Airport and the Eastern Airport City, the study demonstrated three issues. First, regarding the role as an institute that produces manpower in the field of aviation business, the University should produce ground technicians and nutritionists. Second, the role in producing workforce in the service sector, including graduates in hotel and tourism studies, personnel in traditional Thai massage, and individuals with foreign language proficiency, such as English, Russian, and Chinese. Third, the production of workforce in the transportation sector, as the provinces of Chonburi, Chachoengsao, and Rayong are part of the Eastern Economic Corridor (EEC). This includes graduates in logistics – related fields, such as warehouse management and transportation management.

Keywords: Burapha University, Role, Decade of 2027–2037, U-Tapao Airport, Eastern Airport City

Introduction

Srisa-an (Issarakraisila, 2018) stated that Thai universities' core missions can be classified into four aspects. The first is manpower production. The universities should produce manpower according to the needs of labor market. The statement aligns with Kongphunphin (2023), who said that universities are the hub of knowledge creation for society. The Second role is research and knowledge creation. The third role is providing academic services to society. The forth role is the preservation and promotion of arts and culture. The fifth role is social and community development. Furthermore, they play roles in the creation of innovation that supports the development of economies and modern society. Apostol (2022) suggested that universities played a positive role in improving the Europeans in terms of producing manpower according to the labor market needs, and developing learners to become entrepreneurs. The Ministry of Higher Education, Science, Research and Innovation mandates that Thai universities act as learning hubs, and their missions must be aligned with the 20-Year National Strategy (2018–2037) and the National Education Plan (2017–2036) (Office of the Education Council, Ministry of Education, 2017) that designates the universities to produce a workforce that directly meets the needs of workplaces or establishments.

A news website, Kobkaew (2024), headlined that “400,000 graduates unemployed: Studying the wrong field or institutions teaching the wrong point?” The website also stated that the unemployment level in Thai society in the first quarter of 2024 was slightly increased. Amongst all these unemployed people, 81 thousand of them

have been unemployed for over a year, while 65% of this group stated that they could not find a job. Thairath (2023), headlined that “*Moving forward with U-Tapao Airport construction, aiming to open in 2027, not waiting for the high-speed rail linking 3 airports*”. The news stated that Weerawat Puntawangkul, CEO of U-Tapao International Aviation Company Limited, said that the constructors have expanded the airport and it is anticipated to be open in 2027. It is expected that there will be about 12 million passenger arrivals a year. The airport can take 30 million passengers a year. Later there will be another 14 aircraft parking bays, and they are scheduled for completion in 2055. At that time, the airport can handle over 60 million passengers annually.

According to the data, it is evident that one problem facing Thai education is that graduates cannot find a job. They are not employed by workplaces. The establishments claim that the graduates possess qualifications and skills that do not align with the job specifications. In 2024, Office of the National Economic and Social Development Council surveyed the unemployment and indicated that unemployment rate among Thai people increased during the final quarter of the year. Meanwhile, the website Khaosod (2026) reported that the Office of the National Economic and Social Development Council surveyed the unemployment rate in the forth quarter of 2024 and found that unemployment among Thai people had increased. In 2025, unemployment among Thai’s continued to rise by a further 0.81 percent. At the same time, Thai government is working on the development of U-Tapao Airport, targeting it to be a national commercial airport and speeding the construction of “Eastern Aviation City”, expanding into the area of 30 km around U-Tapao Airport. In addition, the government is progressing towards the construction of Laem Chabang Port Phase 3 to make it the largest port in Thailand. All these projects exist in the East. The above information displays that the production of the workforce from the universities does not go along with the needs for manpower from the workplaces and establishments in the Eastern Aviation City. Consequently, this is a research problem that is currently happening, and is believed to be remained in the future.

Currently, many degree-granting educational institutions lack sufficient readiness, resulting in varying quality among university graduates. Consequently, graduates face high unemployment rates, even though the industrial sector still needs workers. Large businesses are unable to recruit employees with the specific skills they require, so they have stepped in to provide education themselves in order to produce the workforce they need. This is consistent with what Tangkitvanich (2024) stated that many enterprises require workers with soft skills, such as communication, analytical thinking, and leadership, and consistent with The Standard (Lakornphon, 2021) many enterprises require workers with soft skills, such as communication, analytical thinking, and leadership. The Standard (Lakornphon, 2021) reports that 45 percent of Thai workers lack digital skills, putting them at risk of job loss and replacement by automation. This aligns with the findings of Chantapong and Tansri (2011), who state that more than 80 percent of the Thai labor market consists of unskilled workers.

As a consequence, the researcher aims at studying viewpoints and expectations of different stakeholders, including a representative of the Royal Thai Navy, a representative from an NGO actively working for human rights in the Eastern Aviation City, local mass media monitoring the construction of the U-Tapao airport, administrators from Burapha University, National politicians (member of the House of Representatives), and executives from workplaces and enterprises in the Eastern Aviation City. The fields of humanities and social science comprise several disciplines, including political science, sociology, economics, human geography, communication studies, and business administration. In particular, the aviation business program is expected to play an increasingly important role in the aviation industry in eastern Thailand in the future, including areas such as airline management, airport management, and ground services. In addition, the tourism and hospitality



program is closely relate to welcoming and providing services for tourists, while the logistics program plays an important role in the development of transportation systems and transportation infrastructure. Data were collected through in – Depth interviews people’s viewpoints and expectations regarding the production of a workforce in the field of social sciences form Burapha University during 2027–2037. So that workforce can work at U–Tapao Airport and be employed by enterprises located in the Eastern Aviation City in the future.

Objective

This research aims to study stakeholders’ viewpoints and expectations towards the role of Burapha University in producing manpower for U–Tapao Airport and enterprises in Eastern Aviation City in 2027–2037.

Research Question

During the decade 2027–2037, Which academic fields should Burapha University develop to produce a workforce foe employment at U–Tapao International Airport and the Eastern Aviation City?

Scope of the Study

This research is a qualitative study that collected data through in–depth interviews. Six groups of key informants, comprising one individual each, represented the Royal Thai Navy, NGOs, local media, Burapha University administrators, a Member of the House of Representatives, and executives from enterprises in the Eastern Airport City area. They are interviewed regarding Burapha University’s role in producing manpower in social sciences to work in enterprises located in the Eastern Aviation City during 2027–2037.

Review of Literature

The researcher has reviewed related studies, with a particular emphasis on reviewing the literature related primarily to the role of iuniversities in workforce production which can be summarized as follows:

The first study was conducted by Chaisrisawatsuk (2016) on the topic “Forecasting the Demand for Higher Education Labor”. The researcher set the objective of the study to forecast the demand for labor with higher education qualifications, focusing on graduates in the fields of social sciences, sciences, engineering, architecture, and health sciences, using the ARIMA model. The results of the study found that the industrial sector did not show a clear trend toward changing its labor utilization. This means that most enterprises continue to employ workers with the same skill levels as before. Enterprises in Thailand are expected to increasingly demand workers in the field of social sciences, with an estimated increase of about 130,000 people per year. However, the supply of labor in this field is projected to exceed the demand. The demand for labor in the fields of science and health is also expected to grow, but not as much as the demand for graduates in the social sciences.

The study by Thanachawengsakul and Thanyavinichakul (2020) on “Education transformation into the role of higher education for local development” researched the transformation of Rajabhat universities into the role of higher education for local development according to 20–year Local Development plan. The study identified four elements: 1) local development which is strengthening the local community, 2) professional teacher production and development, which is producing graduates with teaching skills, knowledge, identity, and positive attitude, 3) educational quality development, which is developing the curriculum to be integrated and respond



the needs of the enterprises, and 4) integration of knowledge to upgrade the local to be accepted at national and international levels.

A study by Chaisuwan et al. (2020) on “Transformation of Thai Higher Education in Student Crisis Era” aimed at presenting concepts of educational management among Thai tertiary institutions during the “student crisis era” to use the finding as a guideline to transform themselves to get along with the shifting circumstances. The finding revealed that the tertiary institutions need to adjust themselves in five aspects: 1) producing academic excellency, 2) producing smart manpower and maintaining them within the institutes, 3) creating well-recognized academic images to the public, 4) enhancing the universities’ strength, and 5) generating new knowledge and terminating old knowledge.

Kunpaibutr’s (2019) study on “Role of Rajabhat University in Research for Local Community Development” examined the role of 38 Rajabhat Universities according to the National Development strategies. Three variables were assigned: manpower development, research development, and community development. For manpower development, the study projected that Rajabhat universities’ core mission is to produce manpower to serve the local communities. Regarding research development, it found that Rajabhat universities have created research studies and innovations to serve the local communities’ needs. In community development, the study found that Rajabhat universities have taken roles in solving local problems.

Furthermore, an academic article from Office of the National Economic and Social Development Council (2020) entitled “*Empty Universities: Crisis of Thai higher education*”, stated that Thai higher educational institutes have developed many programs; however, fewer students have attended. Accordingly, Thai universities need to adjust themselves in three aspects. First, their programs need to be revised to respond the labor markets’ needs. Second, the programs need to enhance their quality by cooperating with leading universities abroad. Third, the universities’ target groups need to be expanded to cover foreign students to replace the decreasing number of Thai students.

Synthesis from Review of Literature

The study by Wisit Chaisrisawatsuk (2016) is an economics study that focuses on forecasting the expansion of the industrial sector using statistical analysis. The findings indicate that enterprises in Thailand will have an increasing demand for workers in the field of social sciences, estimated at approximately 130,000 people per year. The study by Thanachawengsakul and Thanyavinichakul (2020) on “Education transformation into the role of higher education for local development” identified roles of universities as strengthening the local community, producing skilled manpower, and developing the curricula to respond to the needs of the enterprises. A study by Chaisuwan et al. (2020) on “Transformation of Thai Higher Education in Student Crisis Era” revealed that the tertiary institutions needed to be recognized academically, create new bodies of knowledge, and collaborate with leading international institutes. In addition, Office of the National Economic and Social Development Council stated that Thai universities need to revise their programs to respond to the enterprises’ needs, and improve their educational quality.

Research Conceptual Framework

This research, researcher used ‘roles of universities’ stated by scholars to designate the variable as a role of producing manpower in social science to own skills aligned with the needs of the enterprises, which in this case



referring to U-Tapao Airport and workplaces in Eastern Airport City. Then it was formulated into the research concept framework as follows Figure 1

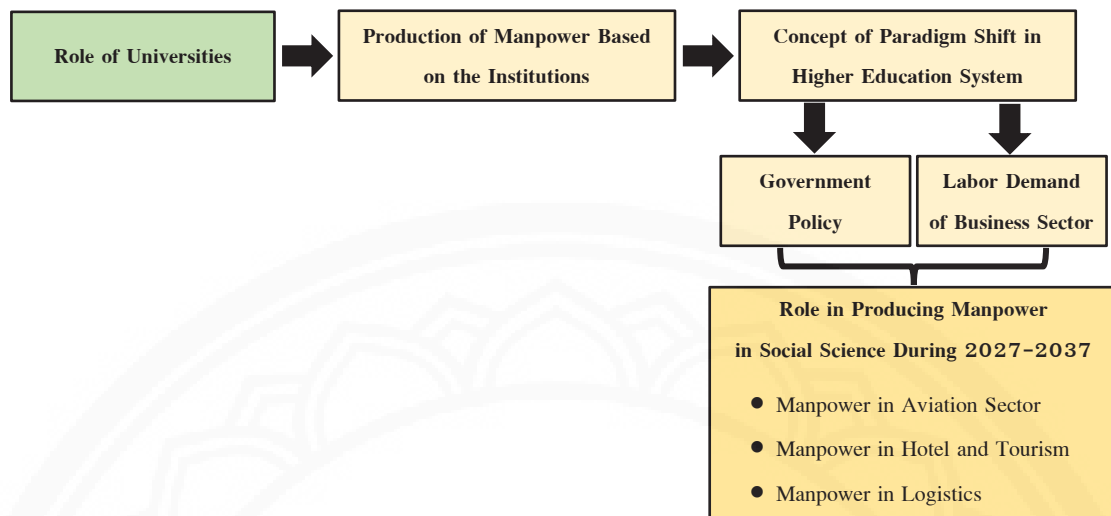


Figure 1 Show "Conceptual Framework" in this research.

Related Concepts and Theories

The concept of "Paradigm shift in educational system" is utilized in this research study. The concept suggests that the education in one society will respond the core paradigm of the society when the paradigm is challenged or disrupted. Then the new paradigm will emerge, while the former paradigm exists. The more suitable paradigm will gradually form. The new educational paradigm has formed in Thai society; however, a paradigm shift in education is not easy to achieve as the education system is diverse and has taken many roles in administering education system for the people in Thailand. It is true that the new paradigm can barely take root in the society, but the tidal changes have always started at the small fraction. The concept of paradigm shifts in education suggests that the educational institutions in Thailand need to gradually change the way they produce manpower from the institution-based approach to the enterprises' need-based one.

Methods and Materials

This is a qualitative research study. The data were collected through in-depth interviews with six groups of key informants selected by purposive sampling method. Each group consisted of one key informant with a minimum of five years of related to education institutions professional experience. The informants include a representative from Royal Thai Navy, NGOs, local media, Burapha University administrators, a Member of the House of Representatives, and executives from establishments in the Eastern Airport City area—totaling six people. They will be asked about their viewpoints on Burapha University's role in producing manpower in social sciences to meet the workforce needs in U-Tapao Airport and enterprises situated within Eastern Aviation City in 2027–2037. Content analysis with categorize by classifying data into meaningful groups. Major themes, sub-themes, and indicators were identified. And descriptive analysis will be employed.

Results

After data collection and data analysis. The study can be presented as shown in Figure 2.

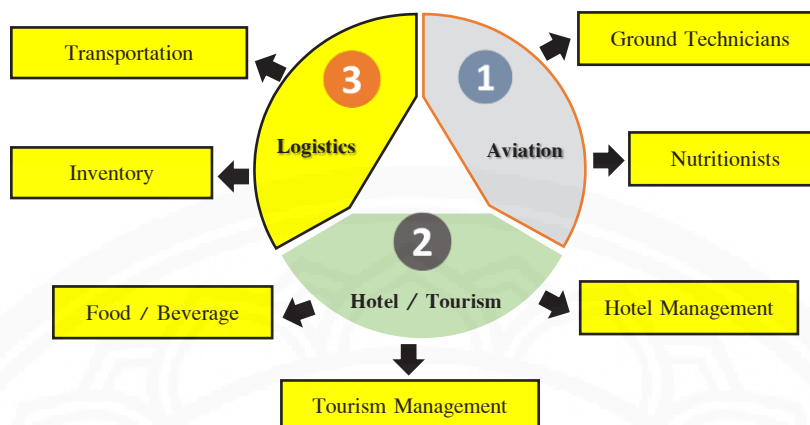


Figure 2 Research finding on the production of manpower in social sciences.

According to Picture 2, the findings revealed three key areas: the production of manpower in aviation business, hotel and tourism management, and logistics.

1. The Production of Manpower in “Aviation Business”

Thai government and private sectors collaborate in the development of U-Tapao Airport to increase its capacity in serving more passengers with the aim to be the new spacious commercial airport equipped with facilities. There will be more employment in aviation business. The finding revealed that two points: the production of ground technicians, and the production of nutritionists.

1.1 The Production of “Ground Technicians”

Burapha University is situated in the east close to U-Tapao Airport. As the airport is expanding its services, and the “Eastern Aviation City” is developing across the area of 30 kilometers around the airport, Burapha University should produce graduates in aviation which can be specialized two tracks: Aircraft Technician, and Aircraft Maintenance Engineer.

1.1.1 The Production of Aircraft Technicians

Now, only few institutions offer aircraft technician programs. Sattahip Technical college is one of those; however, the college only offers a high vocational certificate level. After graduation, these students tend to continue their studies to complete a Bachelor’s degree at universities in Bangkok, for example King Mongkut’s University of Technology North Bangkok. If Burapha University offers the related programs, these students will be able to work in U-Tapao Airport immediately after they complete the degree at Burapha University. As an informants emphasized.

“...What Burapha University has been missing is a program to produce manpower in aviation. The technical colleges have offered such courses but only in vocational certificate and high vocational certificate levels. If the University offers the Bachelor’s program for these students, it will be highly beneficial because the students do not have to travel and study in Bangkok.”

1.1.2 The Production of Manpower in “Aviation Business”

Aviation business focuses on the management of aviation industry such as passenger services, on-board services, and flight management. Aircraft maintenance engineering focus on aircraft maintenance skills



and essential soft skills for technicians. In the future, U-Tapao airport is expected to handle more commercial flights. If Burapha University collaborates with experts in aviation business, and prepares graduates in this field, it will be very beneficial for the development of the airport as one informant emphasized.

“Burapha University should offer programs related to aviation business. With many more flights coming, skilled manpower in aviation is highly needed. We should prepare in advance.”

1.2 Programs in Nutrition

When the aviation business grows, the profession thriving along is nutrition. Nutrition is a broad term relating to food and consumption, health cares in terms of consuming both healthy food and drinks, and other aspects of wellness. The study revealed two key roles: the production of manpower in food science.

1.2.1 The Production of Manpower in Food Science

“Food” is a vital factor for human life. Currently, only a few institutions offer Bachelor’s programs in food science management, particularly in brand creation, outlet design, and customer service, in the future, society will place increasing importance on health, including nutrition, personnel health care, and the application of science in healthcare. As the government expects U-Tapao Airport to serve around tens of millions of passengers yearly, it is evident that the airport requires a number of personnel who are skilled in food science. As an informant emphasized.

“...very few universities in the East offer programs in food sciences, while food industries require skilled workers in this area. It is the business that will grow alongside with the growth of U-Tapao Airport.”

1.2.2 The Production of Manpower in Food Science

In the future, people will be more concerned about their health, particularly healthy eating. However, only few institutions offer programs on food sciences and food contamination specialists are limited. If Burapha University develops the programs on food sciences, it will benefit students as those who attend such programs will be hired by enterprises in the eastern region. The graduates with a degree in food sciences will support the business operations in U-Tapao Airport and serve tourists’ needs. The statement reads:

“...Burapha University should produce manpower in food sciences because when the aviation business expands, food and diets follow. Food and diets are on the airplanes, at the airport and even outside the airport.”

2. The Production of Manpower in Hotel and Tourism Management

It is expected that there will be many more large hotels opening their operation in the Eastern Aviation City. There will be large and medium-sized hotels opening. The study revealed two key roles: the production of manpower in hotel management, and tourism management.

2.1 The Production of Manpower in Hotel Management

With increasing tourist arrivals at U-Tapao Airport, it is expected that many tourists may stay overnight for transit flights. The study suggested two sub-points: the increasing operations of international hotel chains, and the increasing operations of hotels with a remarkable identity.

2.1.1 The Increasing Operations of International Hotel Chains

Thai government has promoted foreign investment in the eastern area. Measures facilitating and benefiting investors who wish to invest in the East have been implemented. Nowadays, new hotels have gradually opened for operation in Chonburi, and it is believed that more famous international hotel chains will run

their businesses in the area. Accordingly, Burapha University should produce graduates who are skilled in hotel management to meet the need for such a skilled workforce. As an informant emphasized.

“Recently, there are many international hotel chains emerging in Rayong, Sattahip, Bang Lamung, and quite a number of them in Pattaya. But there are only a few universities in the East that offer programs in hotel management. Burapha University should produce manpower in such an area.”

2.1.2 The Increasing Operations of Hotels with a Remarkable Identity

In the future, leading hotel brands with a remarkable identity from overseas will open their operations in the Eastern Aviation City, for instance a hotel with under-the-sea rooms. Guests will be able to enjoy the underwater views or any others with outstanding identity. Hence, Burapha University should offer knowledge on sustainable hotel management such as green hotel, produce manpower with knowledge in body care and skin treatment to serve hotel guests. As an informant emphasized.

“Health care will surely grow, along with beauty and health care businesses. The number of hotels offering treatments for tourists will increase.”

2.2 The Production of Manpower in Tourism Management

It is expected that tourism management will be well-recognized in the future as tourist arrivals are increasing. The finding showed two sub-topics: first, the production of manpower in ecotourism business; and second, the production of manpower in tourism marketing

2.2.1 The Production of Manpower in Ecotourism Business

Ecotourism or cultural tourism will be a future trend. It involves activities that allow tourists to learn ways of life of the local people who live near U-Tapao Airport. The activities will cause the least impact on the environment. The statement said:

“...the pattern of the tourism in the future will be ecotourism. Tourists will be taken to major attractions of the local to learn about cultures, and people’s ways of life. The local residents will take part in welcoming these tourists.”

2.2.2 The Provision of Programs in Tourism Marketing

When more airlines begin their operations, many transit passengers who may prefer short trips can be expected. For example, some tourists with 6–12 hours waiting may want to visit local markets or join a traditional fishing boat voyage, which are considered short-term activities. Therefore, Burapha University should produce manpower to respond to this changing trend, which is providing programs on “tourism marketing” to produce personnel who are skilled in ‘marketing’. They can attract customers to visit various attractions in the future. One statement reads:

“...there will be various tourism activities in the future. At that time, modern marketers will be players who create a short-term activity, which is guiding tourists to enjoy the local ways of life.”

3. The Production of Manpower in Logistics

Currently, Thai government has driven many projects in the eastern region including Eastern Economic Corridor Development Project (EEC); U-Tapao Airport Development Project; Laem Chabang Port construction project to be the largest port in Thailand. If all these complete, Chonburi will become the national logistic hub. The study revealed two key points. The first is the production of manpower in inventory management. The second is the production of manpower in retail and distribution management.



3.1 The Production of Manpower in Inventory Management

Burapha University has long specialized in producing manpower in logistics and has been a national leading institution in this field. Some physical changes in the region include wider roads and an increasing number of people coming to work in the area. The study demonstrated two sub-points: the production of manpower in inventory management to support the growth of U-Tapao Airport, and the production of manpower in transport management.

3.1.1 The Production of Manpower in Inventory Management to Support the Growth of U-Tapao Airport and Laem Chabang Port

After the completion of Phase 3 construction of U-Tapao Airport and Laem Chabang Port, employment in inventory management is expected to increase, particularly for workers with knowledge and skills in modern inventory technology. This offers an opportunity for Burapha University to produce a workforce with knowledge and skills in modern inventory systems. As an informant emphasized.

“...when U-Tapao Airport and Laem Chabang Port are completed, there will be many positions related to inventory management available. Burapha University should prepare itself to produce manpower in this field.”

3.1.2 The Production of Manpower in Transport Management

In the future, more investors will run their businesses in Chonburi and Rayong. When the mega projects are completed, industries related to transport will face higher competition, both in warehouse management and international freight forwarding via air cargo and large maritime vessels. Therefore, Burapha University should produce manpower with skills in advanced transport management technologies, as mentioned in the following statement:

“transportation of goods will be highly competitive. When U-Tapao Airport is completed, cargo operations will begin, and immediately after the completion of Laem Chabang Port, transportation activities will be greater.”

3.2 The Production of Manpower in Retail and Distribution Management

The manpower needed in the labor market in the Eastern Aviation City is the ones with knowledge and expertise in retail and distribution management. The study suggested two sub-points. The first is the production of manpower in store, supermarket, and department store management. The second is the production of manpower in retail and e-commerce.

3.2.1 The Production of Manpower in Store, Supermarket, and Department Store Management

Nowadays, very few institutions offer programs in store, supermarket, and department store management. With its expertise in producing a workforce in logistics, Burapha University has a strong point. Therefore, if the University targets on producing manpower skilled in store, supermarket, and department store management, these graduates are expected to be welcomed and hired by enterprises. One statement mentioned:

“...these days, Seven Eleven, Lotus, CJ More, and Big C are emerging like mushrooms. It is highly competitive. So, educational institutions should produce graduates who are experts in supermarket management.”

3.2.2 The Production of Manpower in Retail and e-Commerce

As communication technology advances, the job that is expected to play a major role in the future is the one related to the use of e-commerce technology conducted through social media including on-line store



services or advanced communication technology to trade with individuals or organizations. Burapha University should produce manpower with skills in digital technology in on-line commerce via advanced platforms. The statement said:

“Digital world is here to stay. Retail will take greater roles, but it a retail led by technology.”

Discussion

The study on “Roles of Burapha University in the Decade of 2027–2037 in Producing Social Science Manpower to Support the Growth of U-Tapao Airport and the Eastern Airport City” can be explained as follows:

The study finding suggested that the collaboration between Thai government and private sectors in driving U-Tapao Airport Development Project and the construction of Eastern Aviation City ranging across 30 kilometers area around U-Tapao Airport has brought about the expectation of the growing numbers of enterprises. At that time, all these enterprises will hire a large number of workers, as the study revealed that Burapha University should cooperate with organizations related to aviation businesses. For example, the University should offer Bachelor’s degree programs that allow “ground technicians” to continue their study to a Bachelor’s degree level. When they complete their study, they can go straight to work at U-Tapao Airport immediately.

Additionally, the study demonstrated that when the Airport offers diverse services with more commercial airlines operating in the Airport, the workforce expected to be needed is the one with skills and knowledge in nutrition, both in food businesses, and food sciences and food processing to produce hygienic food for passengers on board, and those health-conscious individuals.

The findings align with the curriculum revision undertaken by the Faculty of Humanities and Social Sciences at Bangkok University (n.d.), which has introduced academic programs in the field of Hotel and Restaurant Management program and the Culinary Arts and Design (International Chef) program. It is also consistent with the writing of Napasorn Prasongsak, a senior economist, published in the column “Ruam Duay Chuay Khit” in Prachachat Online (Prasongsak, 2025), which states that businesses likely to become popular in the future are those related to health and wellness. This trend is driven by the growing health consciousness and self-care practices of people in the future, as well as Thailand’s transition into an aging society. As a result, many hospitals will increasingly focus on health care services, more beauty clinics will emerge in the market under various brands, and health massage and spa services for beauty enhancement will become increasingly popular. Therefore, Burapha University should place importance on revising its curricula in the field of health services, as this would be an appropriate direction for the future world—especially programs related to healthcare, physical well-being, and beauty for people of all genders and ages in society. This research finding is consistent with the study by Wisit Chairrisawatsuk, which stated that the demand for manpower in the health field has increased the most, accounting for approximately 21,000 workers per year.

Furthermore, the study showed that the professions playing a major role in the Eastern Aviation City are services and hospitality groups. It is suggested that Burapha University should produce manpower capable of modern hotel management because “green” and “green environments” will become vital in business sectors. Moreover, the trends of health cares and skin treatments will be well-liked by many people. Hence, it is believed that if Burapha University cooperates with organizations with expertise in such treatments to offer programs related to the application of advanced technology to provide treatments for tourists, these graduates will get employed and earn a very good income. Besides, Burapha University can produce manpower who are skilled in the use of



modern technology in inventory management, retail, and e-commerce managements. It is believed that graduates in these fields can find better job opportunities.

This phenomenon can be explained by technological determinism theory of media. This main concept of mass communication stated that communication technology is the main factor causing changes in the society. The communication technology currently used in the society is the factor influencing changes of the receivers' behaviors and values. In addition, technology may influence other aspects including economies and people's means of communication. For example, social media had created 'post', 'share', and 'Like' culture. Besides, AI has allowed users to concisely and precisely search for information, which has influenced people ways of life increasingly.

Therefore, Burapha University should develop curricula that encourage students to gain expertise in applying Artificial Intelligence (AI) to modern warehouse management, modern transportation management, and safe food business management, as well as the use of AI technologies for skincare and health maintenance. This recommendation is based on the study's findings that these skills will be highly demanded in the future labor market. If graduates from Burapha University possess expertise in applying AI in these areas, they will have strong knowledge of artificial intelligence and the capability to use it effectively in such fields. Consequently, graduates from Burapha University will possess competencies that align with the needs of employers in the future.

Recommendations

The researcher presented the recommendation section into two key aspects. The first will be the recommendation from this research study, and the second will be on future research studies.

Recommendation Retrieved from this Research Study

Burapha University administrators should focus on developing curricula in service and hospitality professions to respond to the growth of U-Tapao Airport and the Eastern Aviation City, which have been thriving in Chonburi and Rayong. As the Thai government is pushing forward the Phase 3 construction of Laem Chabang Port to become the largest port in Thailand, and at the same time accelerating the completion of the EEC within the scheduled timeframe, graduates with skills in modern services will be needed by future labor markets.

Recommendations for the Future Research

This research aimed at studying key informants' viewpoints on Burapha University's production of manpower in social sciences to enable graduates to be hired in workplaces in the Eastern region in the future. The relevant studies can be conducted by gathering data from key informants who are HR managers in the enterprises in the region with a focus on the skills required for manpower in science and technology, and health sciences, to be accepted by workplaces in the Eastern Aviation City.

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Conflict of Interests

The authors declare that they have no conflicts of interest that could have influenced the conduct of the research, the analysis of the data, or the presentation of the findings reported in this article.

Declaration of Generative AI and AI-assisted Technologies

The author declare that no generative AI or AI-assisted technologies were used in the writing or preparation of this manuscript.

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