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Dr. Malika Ait Nasser

International Conference on “Business Economic, Social Science & Humanities” serves as platform that aims to help the scholarly community across nations to explore the critical role of multidisciplinary innovations for sustainability and growth of human societies. This conference provides opportunity to the academicians, practitioners, scientists, and scholars from across various disciplines to discuss avenues for interdisciplinary innovations and identify effective ways to address the challenges faced by our societies globally. The research ideas and studies that we received for this conference are very promising, unique, and impactful. I believe these studies have the potential to address key challenges in various sub-domains of social sciences and applied sciences.

I am really thankful to our honorable scientific and review committee for spending much of their time in reviewing the papers for this event. I am also thankful to all the participants for being here with us to create an environment of knowledge sharing and learning. We the scholars of this world belong to the elite educated class of this society and we owe a lot to return back to this society. Let's break all the discriminating barriers and get free from all minor affiliations. Let's contribute even a little or single step for betterment of society and welfare of humanity to bring prosperity, peace and harmony in this world. Stay blessed.

Thank you.

Malika Ait Nasser

Conference Chair

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BESSH-2016

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BESSH-16

People's Participation in Creating the Development Plan in Thailand

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Abstract

The purposes of this research are to study people's participation in creating the development plan in Thailand, and 2) to find out the differences of factors concerning personal characteristics affecting such people's participation in creating the development plan. Population is 6,788 local residents in the area of Phopaisan sub-district local administration organization, Kusuman, Sakon Nakorn province while samples include 400 local people. (Yamane, 1973) Research tool is a questionnaire. Statistics employed include descriptive statistics, percentage, and S.D. The research results disclose that the people's participation in creating development plan of sub-district local administration organization with highest average scores is participation in decision making (4.06) followed by participation in evaluation (4.04). However, the participation with lowest mean scores is participation in profit gaining (4.00). The results of comparing factors concerning personal characters and the level of participation in creating the development plan of sub-district local administration disclose that there is no statistical difference between such personal characteristics as gender, occupation and level of education, and their level of the participation. However, there is statistical difference among people with different ages and their participation in terms of operation and profit gaining. There is also statistical difference among people with different income and their participation in terms of decision making and profit gaining.

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Keywords— People's Participation, Development Plan, Sakonnakorn Province

Introduction

People's participation is regarded as international principle adopted by civilized countries as core practice for country development (Phalaunnaphat Siriwongs, 2016). Thai society, also, adopts this principle as core guideline for the development of the country especially in terms of the development of politics, administration, economy, and education with the purposes of strengthening and empowering the society with right democratic government system.

It is, therefore, necessary for every sector in the society to share their responsibilities, ideas, and decision making to solve social problems so that people can perceive and learn of people's participation continuously. This will lead to the acceptance of every part in the society concerning official administration for people's benefit and happiness. Moreover, the support of people's participation is in line with The Constitution of the Kingdom of Thailand issued in the year 2550, section 87 indicating the policy concerning people's participation in 5 items as follows; encourage people's participation in 1) decision making, 2) policy and plan making, 3) educating people about the state authorizing, 4) enabling people to gain political strength, and 5) educating people about the development of politics and democratic government system.

Phopaisan sub-district local organization, Kusuman, Sakon Nakorn Province consists of 6,788 local people, [Office of Civil Registration, 2014] most of whom are farmers, gardeners, workers, merchants, etc. However, in terms of their participation in creating the development plan of their sub-district local administration, less attention has been placed in such activities as attending the meeting, raising problems and needs of the community, and monitoring the transparency of the local administration. And this may lead to the solution of local problems which does not really serve the local people's needs. It is, therefore, necessary to study the people's participation in creating the development plan of Phopaisan sub-district local administration organization, Kusuman, Sakon Nakorn Province with the purpose of finding guidelines to support the people's participation in creating their development plan which can satisfy the people's needs, solve the problems of community, and lead to the sustainable community development.

The purpose of this study are, therefore, 1) to study people's participation in creating the development plan of Phopaisan sub-district local administration organization, Kusuman, Sakon Nakorn province, and 2) to find out the

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differences of factors concerning personal characteristics affecting such people's participation in creating the development plan.

Details Experimental

Population in this study includes 6,788 residents residing in the area of Phopaisan sub-district local administration organization, Kusuman, Sakon Nakorn province. Samples include 400 local people in the area as suggested by Taro Yamane sample size, and simple random is employed to figure out samples.

Research tool is a questionnaire which is verified with content validity score at 0.05, and then it was edited and tried out with 30 samples, and the results of the try-out were analyzed to find out the validity by using Cronbach technique with coefficient scores at more than 0.8. Statistics employed are descriptive statistics to describe personal characteristic, percentage, mean, S.D. and t-test. Moreover, F-test (One way ANOVA) is employed to compare the level of the people's participation classified by their ages, occupation, income, and level of education.

Results and Discussion

The research results will be divided into 2 parts based on the research purposes, which are 1) the level of people's participation in creating the development plan of Phopaisan sub-district local administration organization, Kusuman, Sakon Nakorn province, and 2) the differences of factors concerning personal characteristics affecting such people's participation in creating the development plan.

1) The level of people's participation in creating the development plan of Phopaisan sub-district local administration organization, Kusuman, Sakon Nakorn province is shown in Table 1

Table 1:
The Level of Overall People's Participation in Creating the Development Plan

Aspects of People's Participation	Level of People's Participation		
	\bar{x}	S.D.	Meaning
1. Planning	4.03	0.31	High
2. Decision making	4.06	0.30	High
3. Operating	4.01	0.36	High
4. Benefit gaining	4.00	0.37	High
5. Assessing	4.04	0.34	High
Total	4.03	0.33	High

Table 1 shows the level of overall people's participation in creating the development plan of Phopaisan sub-district local administration, Kusuman, Sakon Nakorn province. The aspect with the highest mean scores is people's participation in decision making (4.06) followed by people's participation in assessing. However, the aspect with lowest mean scores is people's participation in benefit gaining.

2) The differences of personal characteristic factors affecting such people's participation in creating the development plan can be classified into 6 personal characteristics, namely gender, ages, occupation, income, and education level. The results of such differences will be shown in 2-6.

Table 2:
The Comparison of Personal Characteristic Factors Affecting the People's Participation in Creating the Development Plan Classified by Gender

Aspects of People's Participation	Male (N=236)		Female (N=164)		t	p
	\bar{X}	S.D.	\bar{X}	S.D.		
1. Planning	4.06	0.33	4.01	0.35	1.49	0.24
2. Decision making	4.07	0.29	4.06	0.30	0.17	0.87
3. Operating	4.02	0.35	3.99	0.37	0.81	0.42
4. Benefit gaining	4.01	0.37	3.98	0.36	0.83	0.41
5. Assessing	4.06	0.33	4.01	0.35	1.50	0.24
Total	4.04	0.33	4.01	0.34	0.96	0.43

Table 2 shows the results of comparing personal characteristic factor concerning gender affecting the people's participation in creating the development plan of Phopaisan sub-district local administration organization, Kusuman, Sakon Nakorn province. It is found that there are no statistical differences among people with different gender concerning their participation in creating the development plan in all aspects.

Table 3:

The Comparison of Personal Characteristic Factors Affecting the People's Participation in Creating the Development Plan Classified by Ages

Aspects	Source of Variation	SS	DF	MS	F	p
1. Planning	Differences among groups	0.291	3	0.97	1.031	0.38
	Differences within groups	37.133	396	0.094		
	Total	37.424	399			
2. Decision Making	Differences among groups	0.299	3	0.100	1.143	0.33
	Differences within groups	34.530	396	0.087		
	Total	34.829	399			
3. Operation	Differences among groups	1.539	3	0.513	4.140	0.01*
	Differences within groups	49.056	396	0.124		
	Total	50.594	399			
4. Benefit Gaining	Differences among groups	1.244	3	0.415	3.110	0.03*
	Differences within groups	52.805	396	0.133		
	Total	54.050	399			
5. Assessing	Differences among groups	0.322	3	0.107	0.940	0.42
	Differences within groups	45.205	396	0.114		
	Total	45.526	399			
Total	Differences among groups	0.739	3	0.421	2.070	0.23
	Differences within groups	43.746	396	0.110		
	Total	44.485	399			

* Statistical differences at .05

Table 3 shows the results of comparing personal characteristic factor concerning ages affecting the people's participation in creating the development plan of Phopaisan sub-district local administration organization, Kusuman, Sakon Nakorn province. It is found that there are statistical differences among people with different ages at 0.5 in the aspects of participation in operation and benefit gaining while in all other aspects, there are no statistical differences among people with different gender concerning their participation in creating the development plan in all aspects.

Table 4:

The Comparison of Personal Characteristic Factors Affecting the People's Participation in Creating the Development Plan

Aspects	Sources of variation	SS	DF	MS	F	p
1. Planning	Differences among group	0.439	5	0.088	0.930	0.46
	Differences within groups	36.985	394	0.094		
	Total	37.424	397			
2. Decision Making	Differences among groups	0.211	5	0.042	0.481	0.80
	Differences within groups	34.618	394	0.088		
	Total	34.829	399			
3. Operation	Differences among groups	1.036	5	0.207	1.648	0.15
	Differences within groups	49.558	394	0.126		
	Total	50.594	399			
4. Benefit Gaining	Differences among groups	1.642	5	0.627	1.444	0.21
	Differences within groups	52.407	394	0.434		
	Total	54.050	399			
5. Assessing	Differences among groups	0.591	5	0.118	1.037	0.40
	Differences within groups	44.935	394	0.114		
	Total	45.526	399			
Total	Differences among groups	0.784	5	0.216	1.11	0.41
	Differences within groups	43.701	394	0.171		
	Total	44.485	399			

Classified by Occupation

Table 4 shows the results of comparing personal characteristic factor concerning occupation affecting the people's participation in creating the development plan of Phopaisan sub-district local administration organization, Kusuman, Sakon Nakorn province. It is found that there are no statistical differences among people with different occupation concerning their participation in creating the development plan in all aspects.

Table 5:

The Comparison of Personal Characteristic Factors Affecting the People's Participation in Creating the Development Plan Classified by Income

Aspects	Source of Variance	SS	DF	MS	F	p
1. Planning	Differences among groups	0.312	3	0.104	1.105	0.35
	Differences within groups	37.112	394	0.094		
	Total	37.424	397			
2. Decision making	Differences among groups	1.065	3	0.355	4.163	0.01*
	Differences within groups	33.764	396	0.085		
	Total	34.829	399			
3. Operation	Differences among groups	0.940	3	0.313	2.500	0.06
	Differences within groups	49.654	396	0.15		
	Total	50.594	399			
4. Benefit gaining	Differences among groups	1.456	3	0.485	3.654	0.01*
	Differences within groups	52.594	396	0.133		
	Total	54.050	399			
5. Assessing	Differences among groups	0.160	3	0.53	0.465	0.71
	Differences within groups	45.367	396	0.115		
	Total	45.526	399			
Total	Differences among groups	0.787	3	0.357	2.380	0.23
	Differences within groups	43.699	396			
	Total	44.485	399	0.115		

Table 5 shows the results of comparing personal characteristic factor concerning income affecting the people's participation in creating the development plan of Phopaisan sub-district local administration organization, Kusuman, Sakon Nakorn province. It is found that that there are statistical differences among people with different income at 0.5 in the aspects of participation in decision making and benefit gaining while in all other aspects, there are no statistical differences.

Table 6:

The Comparison of Personal Characteristic Factors Affecting the People's Participation in Creating the Development Plan Classified by Education Level

Aspects	Source of variance	SS	DF	MS	F	p
1. Planning	Differences among groups	0.503	4	0.126	1.340	0.26
	Differences within groups	36.921	393	0.094		
	Total	37.424	397			
2. Decision making	Differences among groups	0.123	4	0.031	0.350	0.84
	Differences within groups	34.706	395	0.088		
	Total	34.829	399			
3. Operation	Differences among groups	0.375	4	0.094	0.738	0.57
	Differences within groups	50.219	395	0.127		
	Total	50.594	399			
4. Benefit gaining	Differences among groups	0.460	4	0.115	0.848	0.50
	Differences within groups	5.589	395	0.135		
	Total	54.050	399			
5. Assessment	Differences among groups	0.755	4	0.189	1.666	0.16
	Differences within groups	44.771	395	0.113		
	Total	45.526	399			
Total	Differences among groups	0.443	4	0.111	0.988	0.47
	Differences within groups	34.441	395	0.112		
	Total	44.485	399			

Table 6 shows the results of comparing personal characteristic factor concerning education level affecting the people's participation in creating the development plan of Phopaisan sub-district local administration organization, Kusuman, Sakon Nakorn province. It is found that there are no statistical differences among people with different education level in all aspects.

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BESSH-16

The 1932 Siamese Revolution and The New Regime

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Abstract

The 1932 Siamese Revolution was a crucial turning point in 20th century Thai history. The revolution was transition on June 24, 1932 which changed the system of government in Siam from The Old regime - an absolute monarchy to The New Regime - The constitutional monarchy. The Revolution was brought about by a group of military and civilians The Siamese Promoters / the *Khana Ratsadon* (Peoples' Party). It was a product of global historical change as well as domestic social and political changes. It also resulted in the people of Siam being their first constitution.

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Keywords— The 1932 Siamese Revolution, The New Regime, Siamese Promoters

Introduction

Before the Revolution of 1932, in The Old regime, the Siamese kingdom had no written constitution. In The Siamese Old Regime was an absolute monarchy. In 1932 The Siamese Promoters was revolution then The New regime was began. The revolution 1932 originated the constitutional monarchy.

In The Siamese Old Regime, The monarch was the originator of all laws and the head of the government. The king was the president of the government, consulted with his councillors, mainly his relatives. Though the significant reform happened in King Chulalongkorn (Rama V) , the kingdom still had no national assembly. The young generation of students and intellectuals studying in Europe began criticizing the crown's government as backward, corrupt, and ineffective. On June 24, 1932, The Siamese Promoters was Revolution. troops in Bangkok seized government buildings and some key ministers. The Siamese Promoter took place. Its leaders were both bureaucrats and young military officers, crying for the national reform, including the first written constitution. After negotiation with King Prajadhipok, (Rama VII), the changes took place, ending absolute rule by the king. The New Regime was establishment, the constitutional monarchy (Marndarath Suksanga, 2016). Whereas king remained the titular head of state, but the constitutional government ruled the country with the prime minister as its head. The general election was held with the birth of the first national assembly.

The two perspectives on causes of the 1932 Siamese Revolution

The Traditional perspectives

Thai political history was little researched by Western Southeast Asian scholars in the 1950s and 1960s. Thailand, as the only nominally "native" Southeast Asian polity to escape colonial conquest, was deemed to be relatively more stable as compared with other newly independent states in Southeast Asia (David Van Praagh, 1966). It was perceived to have retained enough continuity from its "traditions", such as the institution of the monarchy, to have escaped from the chaos and troubles caused by decolonisation and to resist the encroachment of revolutionary communism. By implication, this line of argument suggests the 1932 Revolution was nothing more than a coup that simply replaced the absolute monarchy and its aristocracy with a commoner elite class made up of Western-educated generals and civilian bureaucrats and essentially that there was little that was revolutionary about this event. David K. Wyatt, for instance, described the period of Thai history from 1910-1941 as "essentially the political working out of the social consequences of the reforms of Chulalongkorn's reign" (David K, 2003). The 1932 revolution was generally characterised as the inevitable outcome of "natural consequences of forces set in motion by Rama IV and Rama V" (Benjamin A Batson, 1984).

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Alternative Perspectives

Since 1990, recent scholarship does not disagree with the macro-causes raised by the traditional interpretations, but it tends to delve more into the power struggles between various factions in the labyrinthine world of Siamese politics. They argue that traditional perspectives over emphasis the role of abstract political and social forces, and essentially assume the "Western" experience of revolution as the "model" by which all socio-political upheavals are judged and thus ignores the specific historical circumstances in Thailand in 1932. They fail to consider that the 1932 revolution took place in an era when most of the populations were kept out of politics and that the political sphere was the domain of military and bureaucratic elites (Judith Stowe, 1991). For example, Benjamin Batson's influential 1984 study of the end of the absolute monarchy in Siam and Judith Stowe's 1991 study both emphasise the actions of prominent individuals in The Promoter 1932 such as Pridi Banomyong and Luang Phibulsonggram and their political intrigues. A more recent and controversial study by Paul Handley suggests that the root cause of the 1932 Revolution was the steadfast refusal of the Chakri monarchs (both Rama VI and VII) and aristocracy to share power with the new "commoner" elites (Paul M. Handley, 2006). He argues that the insistence of both Chakri monarchs that protecting the powers of the absolute monarchy was equivalent to protecting the sacred royal prerogatives of the Chakri dharmaraj a kingship forced the "commoner" elites and some high-ranking nobility to support or acquiesce in the Promoters' bid to seize power through military force in 1932.

The Siamese Promoters 1932

In February 1927, in a hotel on the Rue du Sommerard in Paris, France, a small group of seven military and civilian students assembled to debate the founding of a party to try to bring change to Siam (Judith Stowe, 1991). Intent on not wanting to repeat the failure of the 1912 plot, they laid out a clear and coherent plan to change Siam. This group included two young students: one a soldier and an artilleryman Luang Phibulsonggram, the other a law student and radical Pridi Panomyong (Christopher Baker and Pasuk Phongpaichit, 2005). The group called themselves the Siamese Promoters, hoping to return home to try to promote change. In Bangkok itself, the new and emerging middle class was dependent on the patronage of the aristocracy for jobs and positions. As a result, they realised that a "mass revolution" was not possible and only a military-led coup d'état was possible. For this purpose they were formed themselves call named that the Khana Ratsadon (the People's Party) / the Siamese Promoters.

When The Siamese Promoters/ the Khana Ratsadon eventually returned to Siam by the end of the 1920s, they quietly expanded their lists of contacts and party membership. Pridi became a leader of civilians and civil servants. It was the job of the others, such as Luang Phibulsonggram, who had by then received his title Luang Phibulsonggram, to try to gather supporters within the army. A young naval captain, Luang Sinthusongkhramchai, was doing the same for the navy. (Judith Stowe, 1991). The numbers of the party increased and separated into two branches, the civilian and the military (Nakarin mektrirat, 2010).

24 June 1932 and the New Regime

Despite their precautions and preparation, word of the plan's existence eventually leaked to the police. On the evening of 23 June 1932, the director general of the Police made a call to Prince Paribatra, asking for his authorization to arrest and imprison all involved in the plot. The prince, recognizing many names on the list that included many influential and powerful individuals, decided to delay the order for the next day, a delay that would be crucial for the plotters.

On that same evening, one of Luang Sinthu's supporters in the navy commandeered a gunboat from its dock on the Chao Phraya River, and by morning was aiming its guns directly at Prince Paribatra's palace in Bangkok. Luang Sinthu himself mobilised 500 armed sailors ready to take the Ananta Samakhom Throne Hall, at the centre of the capital and part of Dusit Palace. Following them was Prayoon, who later that night took command of a cadre of young officers to seize the post and telegram offices around the capital—one of the officers was Khuang Abhaiwongse. All communications between the princes and senior members of the administration were thus disabled. All their houses were also under surveillance and guarded by both civilian and military party members.

At about 04:00 on the morning of 24 June, Phraya Phahol and Phraya Songsuradet were already carrying out their part of the plan. Phraya Phahol and some supporters gathered near the Throne Hall waiting for the signal, while Phraya Songsuradet went with a couple of the conspirators to the barracks of the First Cavalry Regiment of the Royal Guards, where most of the armoured vehicles in Bangkok were kept. On arrival, Phraya Songsuradet reprimanded the officer in charge of the barracks for sleeping while there was a Chinese uprising taking place elsewhere in the city—all the while opening the gates of the barracks and mobilizing all the troops. The armoured vehicles, including some tanks, were commandeered and all were ordered to head toward the Throne Hall. Phraya Ritthi, after hearing of the success of Phraya Songsuradet, went to the barracks of the First Infantry Regiment. After successfully mobilizing the infantry, he too headed towards the Throne Hall. Having been told weeks before that a military exercise was happening, other troops in the vicinity of Bangkok joined the plotters, thus unknowingly participating in a revolution. Other units loyal to the monarch decided to take a passive role by shutting themselves in their barracks. (Judith Stowe, 1991).

By the time the infantry and cavalry arrived in the Royal Plaza in front of the Throne Hall at about 06:00, there was already a throng watching the assembled military. Confusion gripped the plaza, many not completely sure if the Chinese uprising was real, or if the military were only at the square to exercise. *Phraya Phahol* climbed onto one of the tanks and read The Siamese Promoters Manifesto/the *Khana Ratsadon* Manifesto, a declaration proclaiming the end of the absolute monarchy and the establishment of a new constitutional state in Siam. The Siamese Promoters cheered, followed by the military, probably more out of deference than full comprehension of what has actually happened.

Pridi, its leader of the civilian, with the help of his supporters, blanketed the capital in The Siamese Promoters/ the *Khana Ratsadon*'s propaganda leaflets, pamphlets and radio broadcasts, all supporting the revolution. The text of manifesto of The Siamese Promoters/ the *Khana Ratsadon* (written by Pridi) criticised the monarch in harsh terms:

“ All the People,

When this king succeeded his elder brother, people at first had hoped that he would govern protectively. But... the king maintains his power above the law as before. He appoints court relatives and toadies without merit or knowledge to important positions without listening to the voice of the people. He allows officials to use the power of their office dishonestly... he elevates those of royal blood to have special rights more than the people. He governs without principle. The country's affairs are left to the mercy of fate, as can be seen from the depression of the economy and hardships... the government of the king has treated the people as slaves... it can be seen that from the taxes that are squeezed from the people, the king carries off many millions for personal use... The People's Party has no wish to snatch the throne. Hence it invites this king to retain the position. But he must be under the law of the constitution for the governing the country, and cannot do anything independently without the approval of the assembly of the people's representatives... If the king replies with a refusal or does not reply within the time set... it will be regarded as treason to the nation, and it will be necessary for the country to have a republican form of government...”

Even before the arrival of The Siamese Promoters's telegram the King *Prajadhipok* was aware of something going on in Bangkok. He was playing a game of golf at the summer villa's course with the queen, two princely ministers, and some courtiers. The King *Prajadhipok* and the princes discussed many options, which included fleeing the country, staging a counter-revolution or full surrender. However, by the time the actual telegram arrived from The Siamese Promoters, the king had already decided. He quickly replied he was willing to remain on the throne as a constitutional monarch and that he had always favoured granting the people a constitution. The king, later, wrote of his decision of refusing to fight, "I could not sit on a throne besmirched by blood." One point which the king did not concede was when the party sent a gunboat to carry him to Bangkok. He refused and, instead, travelled back to the capital by royal train, stating that he was not a captive of the The Siamese Promoters (Queen Rumphipanni, 1973).

In the immediate aftermath of the revolution, The King *Prajadhipok* and The Siamese Promoters/ the *Khana Ratsadon* immediately set about granting the Siamese people their first constitution. The temporary charter was signed on 27 June 1932 at 17:00. It was a draft document written by Pridi in advance. The constitution began by announcing that: "the highest power in the land belongs to all people." The constitution created a People's Committee and an Assembly of People's Representatives made up of 70 appointed Members.

Democracy for Siam was, however, to be given to the people in installments. The assembly members were to be appointed by The Siamese Promoters. The first session of the People's Assembly convened in the Ananta Samakhom Throne Hall on 28 June 1932. However, Throughout the aftermath of The Siamese Revolution of June 24, 1932 the Counter-Revolution was began. (Nattapoll chaiching, 2010).

Conclusion

The Siamese Revolution of June 24, 1932, brought to an End the rule of the absolute monarch in Siam. The change in regime was organized by a group of middle-level civilian and military officials, termed collectively by The Siamese Promoters / the *Khana Ratsadon*. The New Regime was established and the first constitution - the constitutional monarchy -was issued soon after, virtually stripping the monarch of all political power. The king remained the titular head of state, but the constitutional government ruled the country with the prime minister as its head. The general election was held with the birth of the first national assembly.

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BESSH-16

Human Resource Management: Organizational Factors to Success

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Abstract

According to the original theory, organizational behavior takes the most important role to work with one another. To consider human in the organization, it is focused with no consideration of outer environment of the organization and preferred to work effectively and reasonably by focusing on more machinery than human resource. In fact, human resource must be equivalent to machinery according to Taylor. Many scholars at the time believed that motivation was based on economy and with high emolument men could work well and effectively. In fact, the human resource management is a common term which is heard amongst professionals. This term takes on a key part in the success of any system. This function present in any management helps in maximizing employee performance. Valuable employees are held in an organization and also certain aspects such as organizational culture, policies, benefits, compensation, and employee relation are maintained with the aid of human resource management. HR sets up strategies, produces policies, systems, standards and procedures. There are some tasks which are taken care of human resource management. They are chiefly responsible for training employees, rewarding, performance appraisal and recruitment and more.

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Keywords— Human Resource Management, Organizational, Success

Introduction

Traditional organizational theory has its origins with Fredrick W. Taylor and his influential *The Principles of Scientific Management*. His principles are based on precise measurement of work process, as well as outcomes; on the scientific selection of workers; on the optimal placement of workers in describable work roles; on the division and sequencing of work process and enhance productivity; and on the cooperation of workers in achieving the organizational objective. Taylor believed, would lead managers and workers to the one best way (Noppadon Soontoonnon, 2004).

Later, the discovery of the behavioral sciences. Makes a person from looking at only one side of the economic dimension. Changed to a person in a wider dimension. By giving priority to the people and the relationships between people and organizations. Make human resource management theory must be applied. To create an environment in the work of the Organization Create incentives to work to achieve the objectives of the organization. The incentive theory of human motivation is featured inside. Here are the assumptions of needs: (1) Organizations formed to meet the needs of the people (2) Organizations and people need each other. (3) When the needs of the organization and do not fit together. It's not any one party or both parties is difficult (4) When the needs of organizations and people fit together. Will result in benefits for both parties.

In modern human resource management is a key role of the organization is huge. The success or failure of an organization depends on human resources management is the key. This article will discuss the management of human resources to lead the organization to success because the management of human resource is very important to the development of the organization including motivation that refers to Maslow who insists that motivation is from the level of human demand and McGregor proposes X and Y Theory.

Leaders of the order appropriately within the organization.

Classical management theorists such as Henri Fayol and Frederick Taylor identified and emphasized management principles that they believed would make companies more successful. However, the classicists came under fire in the 1950s and 1960s from management thinkers who believed that their approach was inflexible and did not consider environmental contingencies. Taylor, however, emphasized the importance of choosing the general type

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of management best suited to a particular case. Fayol also found that there is nothing rigid or absolute in management affairs. So while the criticisms were largely invalid, they created the contingency school of management.

It is relevant to note here that similar ideas were expressed three decades earlier. In the 1920s, Mary Parker Follett related individual experience to general principles. Her concept of the "law of the situation" referred to the necessity of acting in accordance with the specific requirements of a given situation. She noted that requirements were constantly changing and continuous efforts were needed to maintain effective working relationships.

Mary Parker Follett, writer, social worker, political theorist and organizational consultant, has been called "the woman who invented management." Her early influence on modern management theory has, in fact, been so pervasive that management theorist Warren Bennis has been quoted as saying of her, "Just about everything written today about leadership and organizations comes from Mary Parker Follett's writings and lectures."

In addition, Follett also reflected very clearly that should allow people to be honored to work with a staff that should have been honored. Should not be used to threaten or use profanity. It will result in behavior patterns. This is not good for the organization. The boss is trying very much. It was very much against the only such honor personnel as collaborators. It makes better sense to work under leadership.

Leadership Situational Leadership theory should not be run by a private comment. But from the situation in a way that people and leaders to work together to assess the situation. To decide what should be done, however. This will cause a positive attitude within the organization. And to accept the order, that is, the responsibility for the decision together with seeing that in the order. One person should not dictate to another person. But the staff and leaders should agree on a statement issued jointly in a situation that is not causing problems in the implementation of the order. Since both parties agree in command under such circumstances.

Another important point is to operate at long distances, making decisions difficult. Since they do not get to see the real situation in front like artillery felt compelled ordered without seeing the situation really is far away. On this point, it should be replaced by a command from the remote advice per page. It argues that more reliable and has been recognized by more people. It will be evaluated jointly by staff and leaders in specific circumstances. Personnel making acceptance and compliance. In summary it can be said that The order for the organization to be in such a way that both staff and leaders together to study the situation and decide on a common situation. The author is of the opinion, as well as because of Follett has analyzed the situation together. Will be responsible The decision of the leadership and staff. Leads to a willingness to work under the circumstances.

The Hawthorne effect: Great experience applied to the management of human resources.

The Hawthorne effect was firstly seen in the 1920s at the Western Electric Company's Hawthorne Works, from which the term derives. The work of Elton Mayo is famously known as the 'Hawthorne effect'. That was a series of studies on the productivity of workers in the American western electric company in Chicago. The Hawthorne studies were designed to find ways to increase worker productivity. An increase in the level of workplace illumination had a measurable positive effect on employee productivity. He made some illumination experiments, introduced breaks in between the work performance and also introduced refreshments during the pauses. On the basis of this he drew the conclusions that motivation was a very complicated subject. It was not only about pay, but work condition and moral as well as including psychological and social factors too.

However, the researchers also found that when they lowered the lighting levels, productivity still increased. In fact, for a limited period after any change in the illumination level, the workers' average output increased. The researchers concluded that the specific conditions tested for had nothing to do with the productivity increases.

The conclusion derived from the Hawthorne Studies were as follows:-

- 1) The social and psychological factors are responsible for workers' productivity and job satisfaction. Only good physical working conditions are not enough to increase productivity.
- 2) The informal relations among workers influence the worker's behavior and performance more than the formal relations in the organization.
- 3) Employees will perform better if they are allowed to participate in decision-making affecting their interests.
- 4) Employees will also work more efficiently, when they believe that the management is interested in their welfare.
- 5) When employees are treated with respect and dignity, their performance will improve.
- 6) Financial incentives alone cannot increase the performance. Social and Psychological needs must also be satisfied in order to increase productivity.
- 7) Good communication between the superiors and subordinates can improve the relations and the productivity of the subordinates.
- 8) Special attention and freedom to express their views will improve the performance of the workers.

Motivation: The activation of important personnel.

Motivational theory is tasked with discovering what drives individuals to work towards a goal or outcome. Businesses are interested in motivational theory because motivated individuals are more productive, leading to more economic use of resources.

Many other theorists tried to explain the importance of the human resources approach. One of these individuals was Abraham Maslow. (Maslow, A. H, 1943). A theory of human motivation. He is widely known for his creation of Maslow's Hierarchy of Needs. In order to get employees to work, he tried to understand what motivates people. He came up with five needs that need to be satisfied at one stage before moving on to another stage. Maslow felt that needs vary from person to person and that individuals want their need fulfilled.

Maslow's hierarchy of needs:

The basis of Maslow's theory of motivation is that human beings are motivated by unsatisfied needs and therefore, certain lower needs need to be satisfied before higher needs can be addressed. According to Maslow, there are general needs (physiological, safety, love and esteem) which must be fulfilled before a person is able to act unselfishly. These needs were known as "deficiency needs". While a person is motivated to fulfill these desires, they continue to move towards growth, and eventually self-actualization. The satisfaction of these needs is quite healthy. Here are the competing assumptions of Maslow's hierarchy of needs:

1. People are continually motivated by one need or another. Satisfying one need only results in the individual trying to satisfy other needs.
2. The demand has been met, with no effect on the behavior also known as the lower thrust into behavior.
3. Human needs are of varied and diversified nature. They can be arranged in a hierarchy of importance progressing from a lower to a higher order of needs.

This hierarchy ascends from the lowest to the highest and he concluded that when one set of needs is satisfied, this kind of need ceases to become a motivator.

1) *Physiological needs:*

These are essential needs for survival and human life: food, water, warmth, shelter, sleep, medicine, and education are the basic physiological needs that fall in the needs of satisfaction. Maslow stated, that until these needs were satisfied to a degree to maintain life, only then will other motivating factors work.

2) *Security and safety needs:*

These are the needs to be free of danger and the fear of losing a job, property, food or shelter. It also includes protection from any emotional harm.

3) *Social needs:*

People need to feel like they belong and are accepted by others. People try to satisfy their need for affection, acceptance and friendship.

4) *Esteem needs:*

According to Maslow, once people begin to satisfy their need to belong, they tend to want to be held in esteem both by themselves and by others too. This kind of need produces such satisfaction as power, prestige status, and self-confidence. It includes both internal esteem factors like self respect, achievements, autonomy and external factors such as status, attention and recognition.

5) *Need for self-actualization:*

Maslow sees this as the highest need in his hierarchy. It is the drive to become what is capable of becoming; it includes growth, achievement, and self-fulfillment. It is to maximize one's potential to accomplish in becoming whatever they desire to be.

Model that suggests there be certain levels of human motivation and each level must be met before moving to the next level. Shaped like a pyramid, the model shows that human's most basic need from lowest to highest is physical, then safety, love/belonging, esteem, and self-actualization. A business should therefore offer different incentives to workers in order to help them fulfill each need in turn and progress up the hierarchy (see below). Managers should also recognize that workers are not all motivated in the same way and do not all move up the hierarchy at the same pace. They may therefore have to offer a slightly different set of incentives from worker to worker.

The author is of the opinion that if the organization can meet the needs of staff. Staff will be encouraged to work. And there is a need in the hierarchy, the higher the incentive to continue to work. If the needs of the staff have been fulfilled, all the staff will feel that they are important people in the organization. And that the organization, progress, and stability in the jobs front. The leads are loyal to the organization.

Douglas McGregor, D. (1960), the management professor at the Massachusetts Institute of Technology in the 1950s and 1960s, felt that there were two different perspectives, which he termed as Theory X and Theory Y. McGregor's Theory X and Theory Y represented an especially important change in management theory. These theories were based on assumptions that managers have about their workers.

Theory X Assumptions

- 1) The average person dislikes work and will try to avoid it.
- 2) Most people need to be coerced, controlled, directed, and threatened with punishment to get them to work toward organization goals.
- 3) The average person wants to be directed, shuns responsibility, has little ambition, and seeks security above all

Theory Y Assumptions

- 1) Most people do not inherently dislike work; the physical and mental efforts involved are as natural as play or rest.
- 2) People will exercise self-direction and self-control to reach goals to which they are committed; external control and the threat of punishment they are committed; external control and the threat of punishment are not the only means for ensuring effort toward goals.
- 3) Commitment to goals is a function of the rewards available, particularly rewards that satisfy esteem and self-actualization needs.
- 4) When conditions are favorable, the average person learns not only to accept but also to seek but also to seek responsibility.
- 5) Many people have the capacity to exercise a high degree of creativity and innovation in solving organization problems.
- 6) The intellectual potential of most individuals is only partially used in most organization.

McGregor's Theory X and Theory Y were based on assumptions, Theory X managers emphasize elaborate controls and oversight, and they motivate by economic incentives. Theory Y managers seek to integrate individual and organizational goals and emphasize latitude in performing tasks; they seek to make work interesting and thereby encourage creativity.

Thinking Group: Motivation for the Consensus of the People

Thinking group defines itself as each individual in a group agrees in the idea firmly that may causes the lack of fact evaluation Thinking Group was claimed in the writing of George Orwell in 1984 in various contexts mainly in negative way. That refers to the decrease of thinking process, fact test, or the pressure of righteousness in the group. As a result, each member in a group dares not to disagree with the main idea of a group. Antithetically, the author agrees that if thinking group process is used in a right way, this will motivate to reach a goal of the organization. The leader of the group must be fair to accept different ideas that may be presented and think wisely before implementation.

Conclusion

In the age of competition, companies do not have any other choice than to compete better than their competitors. Human resource management has a critical role to play in supporting the corporate strategic plan. All the HR functions contribute positively to achieving the objective. The main task of human resource management is to support other departments to have the best people. Therefore, there is a critical need to get the best people in the right place at the right time.

Today, human resource management (HRM) is being renewed in organizations and gradually affirming its strategic role. Human resource management is vital to the development of the organization as well. Whether it is in terms of the incentive to work. The scholars have mentioned that many of you are motivated. 1) Maslow's hierarchy of needs, came up with five needs from lowest to highest is physical, then safety, love/belonging, esteem, and self-actualization. that need to be satisfied at one stage before moving on to another stage 2) McGregor's Theory X and Theory Y were based on assumptions, Theory X managers emphasize elaborate controls and oversight, and they motivate by economic incentives. Theory Y managers seek to integrate individual and organizational goals and emphasize latitude in performing tasks; they seek to make work interesting and thereby encourage creativity. 3) Although this research has been criticized, the main conclusion drawn were (a) People are motivated by more than pay and conditions (b) The need for recognition and a sense of belongings are very important (c) Attitudes towards work are strongly influenced by the group.

Recommendation

- 1) Motivation: The organization must reinforce their members in various ways including both introvert and extrovert incentives which take a crucial role of all human being.
- 2) Acceptance: The leader must be respect to all different ideas between individual and leader of a group throughout the cooperation among them to keep forward.
- 3) Application: Both a leader and members follow and apply thinking group based on creativity.
- 4) Fairness: The leader must sometimes empower informal groups as the behavior of each affects to stimulation of the whole group.

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BESSH-16

The Exist Feature Term Reduction Algorithm for Thai-Lyrics ClassificationNutthapat Kaewrattanapat^{1*}, Jarumon Nookhong², Wipada Chaiwchan³, Katejarinporn Chaiya⁴^{1, 2, 3, 4}*Suan Sunandha Rajabhat University, Bangkok, Thailand*

Abstract

This research has been studied and presented the system for the classification of Thai songs with similarity measurement procedure by bringing Thai songs to be used as a case study whereby the guideline to consider the similarity or analogy of music to create an effective model for songs classification was carried out with similarity comparison between two documents. From the experiment, it made known that the Feature Reduction of songs enabled the prediction of the type of music with highest accuracy i.e. reduce the feature was reduced to 70 percent with 75 percent accuracy whereby the processing time was 0.76 seconds taken which was 1.54 seconds less than the normally processing time so this program could generate both the accuracy and the speed of processing time.

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Keywords— Feature Reduction, Sentiment Analysis, Thai Document Classification, Computational Linguistic

Introduction

From the past to present, humans have been using music to convey their feeling, ideas and emotions. Music is very popular to be used as one of human's communication characteristics by the selecting to use words, sentences or phrases which are harmonized with their mood to be conveyed to the message receiver. From a survey, it was found that in various websites and online social media, there has been a vast number of songs and music dissemination and exchange. However, searching for the sentimental characteristic of a song is still unable to retrieve it. For example, if a searcher wishes to retrieve a love song music by using the keyword "music + love", the search engine would firstly search information about the word "song" and the word "love" in spite that the searcher's actual purpose is music with love emotion. This makes the searcher receiving information not directly respond to his/her purpose.

From such problems, the researcher therefore was conceptualized to develop a songs classification system to solve the problem of irrelevantly emotional response retrieval whereby the developed system would be used to test with songs containing Thai texts of song. Two sentiments had been tested, i.e. love and sadness. Thai language is the national language popularly being used more than other languages so there have been so many Thai songs prevalent from the past to present. However, it had some difficulty in Thai grammar and syntax how to make spacing because this language did not have space between words, unlike English words and Thai language had so many extravagant or repetitive words that made it difficult to compare the formats or patterns. Besides, songs classification originated redundant or repetitive feature due to the songs of love and sadness had a great deal of similar words to be used that resulted in low accuracy of classification. This research proposed the feature reduction procedure from Thai songs' words which were duplicated or repetitive in each group integrated with Cosine Similarity measurement method which could reduce many word features of, resulting in origination of speedy performance efficiency in the classification and reduce the memory necessary for storage of Thai songs' words.

Hence, the development of procedures to reduce the redundant features for classification of Thai songs would enhance Thai songs categorized by mood able to be faster carried out, and it could increase the view angles to retrieve data sentimentally from Thai songs group whereby such emotionally searching system could increase the learning the patterns of words in each musical emotions or self-learning endlessly. Besides, it could be used in measurement of the similarity in various systems, such as documents grouping and searching documents related to whatever defined by the users.

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Objectives of Study

- A. To develop algorithm to reduce the redundant features for classification of Thai lyrics.
- B. To evaluate the efficiency of the algorithm to reduce redundant features for classification of Thai lyrics.

Literature Review

- 1) Words Segmentation was the basic process of natural language processing; such as voice analysis and so similar to Thai words cutting. In this research, words segmentation was discussed based on the reading and writing approach as the basic principle of words combination.
 - a. Rule Based Segmentation was used to determine the characteristic of alphabets mixing, textual punctuation and paragraphs making to be used as the criteria in determining the scope of a word. There was a restriction, i.e. the accuracy of truncation in the syllable level was high, but the accuracy of word truncation was quite low. But its advantage was the speed in running process and usage of less resources.
 - b. Usage of Dictionary Approach was a words truncation using the string of words compared with the words available in dictionaries. With this method, it required storage of words in a dictionary. This method yielded higher accuracy in words segmentation but it took longer time.
 - c. Usage of Corpus-Based Approach was a words segmentation by application of the statistical method in the language processing by using the data warehouse as the knowledge base of frequency mostly used in the words segmentation which the data warehouse was divided in two ways, namely, segmentation relied upon the probability and by the virtue of the word feature.
 - d. Usage of longest word pattern matching technique, this method would scan the input character strings from left to right, and they afterward were compared with the words in a dictionary. If more than one syllable was found in the dictionary, it would select the longest syllable first and continue on until all character strings had been scanned.

For example: the word “star – ดวงดาว”, this way segmentation, it would bring the syllable string to compare with the words in the dictionary to find the proper word in the dictionary. The string of characters, “ด”, “ดาว” were found but meaningless and “ดวง” was also found with meaning while “ดวงด” was not found. It could be concluded that “ดวง” was the longest meaningful syllable found. The rest was “ดาว” when being searched in the dictionary, the syllables “ด”, “ดาว” and “ดาว” were found. Hence the proper word formation from this word segmentation method was concluded to be “ดวงดาว - star”. This method yielded more accurate word after the segmentation than other methods, especially when being applied in conjunction with the retrospective method.

2) *Stop-Words Removal or Elimination of Luxurious Words*

This method was to cut insignificant words out without changing the meaning of the document. The insignificant words, herein mean the most commonly used words which have no essential meaning to documents. When they were cut out of the documents and the context of the document did not change. For example, the preposition are words used to connect word or group of words, to originate the relative meaning. The conjunction are words connected sentences together. The pronouns are words replacing the foregoing nouns already mentioned in the sentence etc. Stop-words are words frequently appeared in a document, or often appeared in almost every document. So it could be considered that the stop-words appearing was a feature that was not related or useful to the retrieval or classification. Thus, the removal of stop-words was a process should be done prior to the index preparation in order to get rid of that feature is not utilizable, and reducing the indexes magnitude, which could save both space and processing time. Such stop-words were, for example, " at ", " that " and " " to " " get " " of " and " give " etc.

3) *Simulation of vector space.*

This was the formatting of the documents or the Document Representation which had aspects showing the relation between words in all documents. The resulted words must pass the norm making process such as cutting out luxurious words, including weight giving to those words. They were sometimes referred to the format of document appearance as “Bag of Words” such as:

- a. Term Frequency: TF is the number of times the featured term occurring in every document.

Table 1:
The frequency of the term (TF) of the documents

Term Feature	Term Frequency: TF	
	Document 1	Document 2
รัก: Love	300	400
ไม่รัก: Not Love	150	200
ท้อ: despond	30	110
คิดถึง: miss	170	190

b. Normalized Term Frequency can be calculated according to the following formula:

$$Normalized\ TF = \frac{TF_i}{\sum TF}$$

Whereas TF_i : Value of TF in order i of features of the term appears in the document, $\sum TF$: Summation of TF_i , $Normalized\ TF$: Normalized Term Frequency

Table 2:
Normalized Term Frequency of the documents

Term Feature	Term Frequency			
	Document 1		Document 2	
	TF	Normalized TF	TF	Normalized TF
รัก: Love	300	0.397	240	0.320
ไม่รัก: Not Love	150	0.199	200	0.270
ท้อ: despond	30	0.040	110	0.150
คิดถึง: miss	270	0.357	190	0.260
พิศวาส: Vertigo	5	0.007	0	0
Sum	755	1	740	1

c. Inverse Document Frequency :IDF, where IDF makes known that whether the featured terms thoroughly appear in the documents or not. When the featured term appears in every document, the IDF value is equal to 1, and if a featured term appears in some document, its IDF will have more positive value far away from 1 according to its slightness of appearance in documents whereby document inverse frequency can be calculated according to the following formula:

$$IDF(w) = \log_2 \frac{N}{n_p}$$

Whereas w : featured term or word , N : number of all documents in the database , n_p : number of documents in the database that found the featured term w .

Table 3:
Inverse Document Frequency :IDF

Term Feature	Inverse Document Frequency :IDF		
	Document 1	Document 2	IDF
รัก: Love	Y	Y	1
ไม่รัก: Not Love	Y	Y	1
ท้อ: despond	Y	Y	1
คิดถึง: miss	Y	Y	1
พิศวาส: Vertigo	Y	N	1.301

Y: Appear and N: Not Appear

- d. The multiplication product of the norm Term Frequency and the Inverse Document Frequency

(TF*IDF) is a technique to configure importance to words representing a document as a Vector-Space model. That is the product between Term Frequency (TF) and Inverse Document Frequency (IDF) , which is a comparison of the frequency of words in the document, with the frequency of the term in other documents.

It appears in various parts of the document which can be calculated according to the following formula:

$$TF * IDF = F(w, D) * \log_2 \frac{N}{n_p}$$

Whereas D: documents, w : words , F(w, D) : frequency w is found in document D, w n_p : number of documents in the database that w is found and N : number of all the documents in the database.

Table 4:

*The multiplication product of the norm Term Frequency and the Inverse Document Frequency (TF*IDF)*

Term Feature	Term Frequency							
	Document 1				Document 2			
	TF	Normalized TF	IDF	TF*IDF	TF	Normalized TF	IDF	TF*IDF
รัก: Love	300	0.397	1	0.397	240	0.320	1	0.320
ไม่รัก: Not Love	150	0.199	1	0.199	200	0.270	1	0.270
ท้อ: despond	30	0.040	1	0.040	110	0.150	1	0.150
คิดถึง: miss	270	0.357	1	0.357	190	0.260	1	0.260
พิศวาส: Vertigo	5	0.007	1.301	0.009	0	0	1.301	0

4) Cosine Similarity Method

This is a way to compare the similarity or resemblance of two documents, wherefore each document is represented by N-Dimensional Vector which store each weight value in that document by viewing from the cosine of the angle between two documental vectors. If both documents are very similar, their vectors almost completely coincide so the value is infinitesimal and the cosine value is very high.

The Process of Research

1) Preparation Information

- a) The scope of the training information) Training Set(were Thai songs in electronic file format) Plain Text(categorized into groups, i.e. 2000 love and sad songs in each category and a linguist was requested to classify mood or emotion of song composition.
 - b) Test Set included 200 love and sad songs in each category and the accuracy measurement method was selected to be used for measuring performance for the evaluation of data group classification by using the Confusion Matrix Table representing data value for these indicators which depended on the amount of correctly or incorrectly predictable data. This method could measure both the accuracy and error values of groups classification.
 - c) Stop Word Database were the word characterized as Thai stop words, totally 415 words, which their words corpus had been applied to eliminate the frequently occurring luxurious words, without the elimination, these words will cause the trend to highly mistake of the forecast result.
- 2) Data Preprocessing was the segmentation of Thai words with Thai standard dictionary, then approached into the removal of Stop Words with stop words database, and counted the frequency of the remaining vocabularies from the songs as shown in Figure 1.

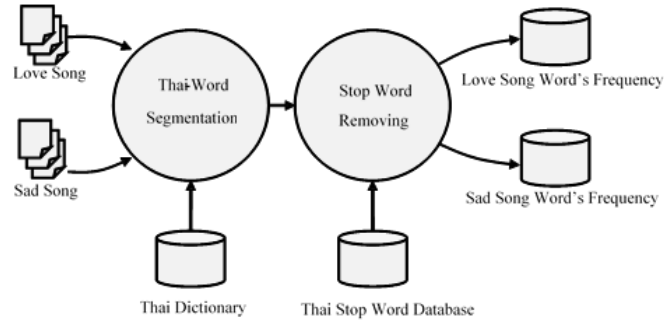


Figure 1: Data Preprocessing.

Thereafter, the elimination process of repetitive words was resumed by calculation for TF* IDF values and arranged the values descending, the repetitive words having low TF*IDF value would be eliminated.

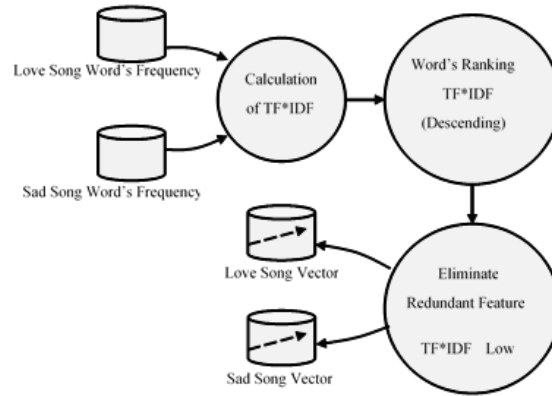


Figure 2: The process of eliminate redundant features.

3) Prediction of Classification Data was the comparison of the similarity of documents by consideration of the cosine of angle between two documental vectors. If both documents were very similar, their vectors would almost completely coincide so there was very infinitesimal angle difference the cosine was high value by measuring the similarity of documents which were considered from the cosine value from the equation:

$$Similarity = COS\theta = \frac{D \cdot \bar{D}}{||D|| ||\bar{D}||}$$

$$D \cdot \bar{D} = \sum_{i=1}^n (d_i * \bar{d}_i)$$

$$||D|| = \sqrt{\sum_i^n d_i^2}$$

$$||\bar{D}|| = \sqrt{\sum_i^n \bar{d}_i^2}$$

Whereas D : Query Document, \bar{D} : Comparable to similar documents, n : The number of words that appear in the document D and \bar{D} , d_i : TF*IDF of word in order i and appear in document D , \bar{d}_i : TF*IDF of word in order i and appear in document \bar{D} .

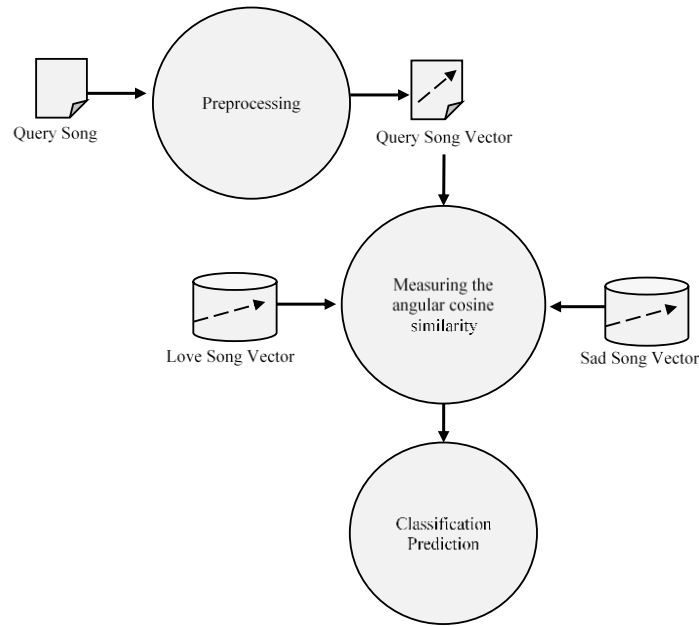


Figure 3: The process of classification prediction.

4) Data Evaluation, the method of accuracy measurement was applied for standard performance measurement for the evaluation of classified groups in comparison experiment. Whereby the data values of these indicators depended upon the amount of data predictable correctly and incorrectly with the Confusion Matrix. This method could measure both the accuracy and error values of groups classification.

Table 5:
Confusion Matrix

CLASS		Predicted Class	
		True	False
Actual Class	True	<i>TP</i>	<i>FN</i>
	False	<i>FP</i>	<i>TN</i>

Accuracy can be calculated according to the following formula:

$$Accuracy = \frac{\sum TP + \sum TN}{\sum Total}$$

Whereas TN is the number of true negative cases, FP is the number of false positive cases, FN is the number of false negative cases, TP is the number of true positive cases.

Results and Discussion

The research on Thai songs classification with similarity measurement procedure had objective to study and test the efficiency of song classification by application of the words segmentation program based on Thai dictionary to eliminate some Thai words out and application of similarity of two documents to compare both documents. The experiment results were depicted in Table 6 and Figure 4.

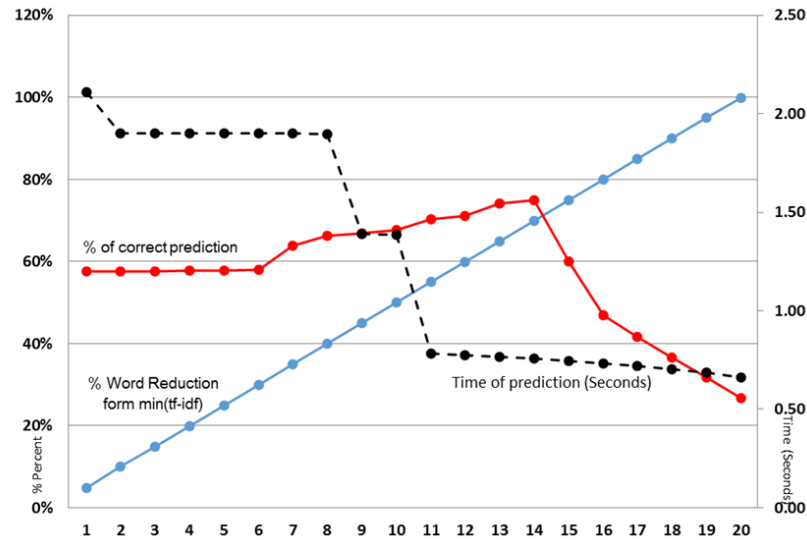


Figure 4: Comparison of results for feature reduction of Thai lyrics

Table 6 :
The results feature reduction of Thai lyrics

Trial	Similarity Cosine			Similarity Cosine with Feature Reduction		
	% feature reduction	% Accuracy	Classification Time (s)	% feature reduction min(tf*idf)	% Accuracy	Classification Time (s)
1	0	57%	2.30	5%	57.625%	2.11
2	0	57%	2.30	10%	57.626%	1.90
3	0	57%	2.30	15%	57.776%	1.90
4	0	57%	2.30	20%	57.976%	1.90
5	0	57%	2.30	25%	57.976%	1.90
6	0	57%	2.30	30%	58.093%	1.90
7	0	57%	2.30	35%	63.965%	1.90
8	0	57%	2.30	40%	66.271%	1.89
9	0	57%	2.30	45%	67.027%	1.39
10	0	57%	2.30	50%	67.677%	1.38
11	0	57%	2.30	55%	70.330%	0.78
12	0	57%	2.30	60%	71.111%	0.77
13	0	57%	2.30	65%	74.246%	0.76
14	0	57%	2.30	70%**	75.092%**	0.76**
15	0	57%	2.30	75%	60.094%	0.74
16	0	57%	2.30	80%	47.097%	0.73
17	0	57%	2.30	85%	41.900%	0.72
18	0	57%	2.30	90%	36.903%	0.70
19	0	57%	2.30	95%	31.906%	0.68
20	0	57%	2.30	100%	26.909%	0.66

This research had been studied and presented the system for the classification of Thai songs with similarity measurement procedure by bringing Thai songs to be used as a case study whereby the guideline to consider the similarity or analogy of music to create an effective model for songs classification was carried out with similarity comparison between two documents. From the experiment, it made known that the Feature Reduction of songs enabled the prediction of the type of music with highest accuracy i.e. reduce the feature was reduced to 70 percents

with 75 percents accuracy whereby the processing time was 0.76 seconds taken which was 1.54 seconds less than the normally processing time so this program could generate both the accuracy and the speed of processing time.

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BESSH-16

The Influential Determinants in Myanmar Workers Return Migration: A Study of Fishery Industry in Prachuap Khiri Khan Province, Thailand

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Abstract

The aim of this research is to study the influential determinants in Myanmar workers return migration of fishery industry in Prachuap Khiri Khan Province by conducting a random sampling of 320 people aged between 15-59 who migrated from Myanmar and requested for a work permit in fishery industry at Prachuap Khiri Khan Province. The information collected through interviews was analyzed to find a percentage and mean using the Stepwise Multiple Regression Analysis. The total numbers of representative sample include 82% of Myanmar workers want to return to their home country and 18% non-return to their home country. Myanmar workers 82 percent who want to return that 47.50% want to return within the next 1-5 years, 36.25% in 6-10 years and the rest (16.25%), in over 10 years. The finding of personality reveal that the proportion of male to female return migrants is females more than males. Most of return migrants were aged between 15 and 29 years old and had primary education level. More than half of the sample work in agriculture and had a lot of land properties in their birthplace. The determinants relating to such decision can be concluded that the scale of the decision of return migration has a positive relationship with a statistical significance at 0.05 with a conformity with friends and relatives ($r=0.857$), educational level ($r=0.763$), possession of land in hometown ($r=0.713$) and marital status ($r=0.656$) are relevant factors respectively. From the Stepwise Multiple Regression Analysis, the results have shown that the conformity with friends and relatives factors are influential to the decision of return migration of Myanmar workers of fishery industry in Prachuap Khiri Khan Province, which can predict the decision at 73.40% ($R^2 = 0.734$) and the multiple regression equation from the analysis is $Y = -7.977 + 0.044 \text{ conformity}$.

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Keywords— Influential Determinants, Myanmar Workers Return Migration, Fishery Industry, Prachuap Khiri Khan Province

Introduction

Thailand cannot avoid return migration situation which is a situation considered significant in all regions of the world and considered a policy of several countries (Andy Hall, 2012). Such situation leads to the economic, social, cultural and political changes which have never happened in the world before (Sarun Jirapongsuwan, 2016). The important factors behind Myanmar workers migration into Thailand are the number of working-age population and that the qualification of Thai workers do not correspond with the need of a domestic labor market, especially when Thai workers lack required skills. Workers who have registered in a job application at the Department of Employment do not want to work as housemaids, laborers, agricultural, manufacturing and fishery workers and other jobs in the fishery industry (Labor demand research Division, 2014). As they are low-paid, labor-intensive and socially-unaccepted jobs. The lack of domestic unskilled workers becomes an opportunity for Myanmar migrant workers to replace unskilled Thai workers in the labor market. From the statistics, the number of Myanmar are the most migrant workers who migrated into Thailand (Planning and Information Technology Division, 2014). They have become an important unskilled group of labors that propels Thai economy.

The United States of America, Japan, India, European Union and its members, leaders from The United Nations and other international organizations have offered help to Myanmar in forms of science and money to support the reform process of the country as well as suspend sanctions against Myanmar, causing the investment flow from other countries to Myanmar, as reference (McKinsey Global Institute, 2013) stated that Myanmar may attract as much as 100 billion US dollars in foreign direct investment over the next two decades and Myanmar may “seize the opportunity” through the process of AEC integration Within 2030, a right investment direction will create more than 10 million jobs other than agricultural jobs; 6 million of which will be jobs in the industry sector (Yumezaki So. 2014). It has been forecast that Myanmar is rapidly changing in political, economic and social situation.

From the prediction, it is shown that the future Myanmar migrant workers will have more job choices in their country and if the economic development in Myanmar is carried out as expected, the behaviors and patterns of

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migration of Myanmar workers into Thailand will change which will heavily affect various economic activities in Thailand. From the reference (Sivilai Jayankuru, 2012) indicated that mostly migrant revealed that they are just work in Thailand for a period and back to long live in their hometown.

Therefore, welfare even public, fishery workers and other jobs in the fishery industry sectors have to prepare to support workforce labor. Even though this migration process has occurred for over 20 years, there has not been any studies that pay attention to the behaviors and factors behind the decision of return migration of workers aged 15-59, which will become an important substitution of unskilled group of workers under a labor shortage crisis that is intensifying every day.

Finally, researchers wish to conduct a study to collect an information from evidence-based assessment, concerning personal behaviors and influential determinants to the decision of return migration by using Myanmar workers return migration of fishery industry in Prachuap Khiri Khan Province as a case study in order to generate research results to seek ways and offer policy suggestions to relevant agencies to slow down the situation or seek solutions and long-term prevention.

Objectives of Study

- A. To study personality of Myanmar workers return migration in fishery industry.
- B. To study factors relating to the decision of return migration of Myanmar workers in fishery industry.

Scope of Study

The study focuses on conducting a primary data survey on a sample, concerning characteristics and factors relating to the decision of return migration of Myanmar workers in fishery industry at Prachuap Khiri Khan Province by doing an structured in-depth interview with a sample group through a questionnaire created by the researchers. The questionnaire consists of three sections of questions

- Demographic
- Assessment on social psychology
- Decision of return migration.

The secondary data is collected from documents, books and journals from relevant government and private sector. The obtained data will be stored in a database and analyzed both descriptively and inferentially.

The study focuses on conducting a primary data survey, concerning personal behaviors and factors relating to the decision of return migration of Myanmar migrants in all 8 districts of Prachuap Khiri Khan Province - Hua Hin, Pranburi, Sam Roi Yot, Kui Buri, Muang, Thap Sakae, Bang Saphan and Bang Saphan Noi which has 21 sub districts and 48 villages bordering Myanmar. There are 35 border passes; 34 natural passes and 1 checkpoint which is Singkhorn Pass. Prachuap Khiri Khan occupies an area of 6,367.62 sq. km.

The study focuses on conducting a primary data survey through interviews, concerning personal behaviors and factors relating to the decision of return migration of Myanmar workers who requested for a work permit in fishery industry at Prachuap Khiri Khan Provincial Employment Office in the period of 6 months (October 1, 2015 - March 31, 2016).

Independent variable is a variable expected to relate to the decision of return migration of Myanmar workers in fishery industry in Prachuap Khiri Khan Province as follows:

- Gender
- Age
- Education
- Relationship with family (marital status)
- Conformity with friend
- Possession of land in hometown

Dependent variable is the status of migrants (categorical variable) is classified under two categories: return migrants and not return migrants

Methodology and Data Analysis

This research focuses on describing the situation and explaining the occurrence of the situation by conducting a quantitative research and qualitative research as well as the process of finding an independent variable, expected to relate to the decision of return migration of Myanmar workers in fishery industry in Prachuap Khiri Khan Province. The methodology can be divided as follows:

This research has a unit of analysis as an individual which is 1,635 Myanmar workers who requested for a work permit in fishery industry at Prachuap Khiri Khan Provincial Employment Office.

As the population that this research is conducted on is a big population, it is impossible to study all of them so only some people will be studied on. Therefore, the researchers have selected 320 people as a sample by doing a calculation in accordance with a Yamane formula (Manas Suwan, 1998) as follows:

$$n = N / 1 + (e)^2 \quad (1)$$

when n = the number of sample
 N = number of studied population
 E = error of random sampling (0.05)
 Substitute $n = 1635 / 1 + 1635(0.05)^2$
 $= 320$ persons

This research uses the Multi-Stage Sampling. The first step, stratified sampling, is to set all 8 districts divided by administrative district as a spatial framework. The second step, simple sampling, is to draw 4 sub districts from all 8 districts, totaling 32 sub districts, and conduct an interview on 10 Myanmar workers in each sub district in Prachuap Khiri Khan Province, totaling 320 persons.

In this research, the researchers have conducted a new data by dividing an analysis method into two methods as follows:

- 1) Analyzing data to answer the first objective, using frequency, percentage, mean and standard deviation.
- 2) Analyzing data to answer the second objective, using Pearson-Product Moment Correlation Coefficient and Multiple Regression Analysis.
- 2.1) The study factors relating to the decision of return migration of Myanmar workers in fishery industry by turning data into a statistical unit which will be used in the calculation of a relationship of variables used in the study to find if it is positive, negative or nonexistent relationship.
- 2.2) Multiple Regression Analysis used for analyzing the factors relating to the decision of return migration of Myanmar workers in fishery industry by setting the number of Myanmar migrants with an decision of return migration as dependent variable and other factors as independent variable.

Results and Discussion

Results of the study personality of Myanmar workers return migration in fishery industry. The decision of return migration of Myanmar worker in in fishery industry, 82% of migrants have the decision of return migration. Only a quarter of migrants or 18% do not have the decision of return migration. Among the sample that wants to return to their home country, 47.50% thinks they will return to their home country within 1-5 years; 36.25%, 6-10 years and 16.25%, over 10 years.

Gender (X1)

Myanmar workers, used as a sample for this research, are considering gender, it is found that the percentage of male return migrants (48%) and the percentage of female return migrant (62%). As a result, male migrants return to hometown less than female migrants. Female migrants have more social ties with their family because in Myanmar society, females have a role to look after the family. Therefore, gender difference affects return migration that defined by Haug, Sonja (2008).

Marital status (X2)

Myanmar workers, used as a sample for this research, are considering marital status, it was found that most return migrants were married (57%). Single migrants were 43 percent. As a result, marital status reveals that the proportion of married return migrants was the highest because migrants have their family at their hometown. They have relationship and responsibilities to their family. They have to return back to their origin more than other groups.

Possession (X3)

Myanmar workers, used as a sample for this research, are considering possession of land in hometown, it was found that most return migrants have land properties more than 4 acres(43%), 32 percent of return migrants have land properties between 2 and 4 acres, 15 percent of return migrants have land properties between 1 and 2 acres. Less return migrants who do not have any land properties (10%), As a result, before their migration to destination, most migrants who have land properties did agricultural work during the growing and harvesting reasons. During other periods, farmers do not have any work to do (Sae-Ng, K, 1991). They have to migrate temporarily to seek other jobs to have more incomes and wait for the time to return to do agricultural in their land. Otherwise, migrants who do not have any land properties, most of them become laborers or technicians in the production system in destination and do not return migration to hometown (Madalina Ecaterina Andreica, et al.)

Education (X4)

Myanmar workers, used as a sample for this research, are considering education, it is found that most return migrants have primary school education (48%). Low education may be related to migrants type of job that they do and may affect their failure in their adaptation to the destination (Yongyuan, B, 2001), 30 percent of return migrants are those who have secondary school education. 22 percent of return migrants are those who have higher education than secondary school. As a result, education gives migrants an opportunity to get a job. Migrants with high education have more opportunity to seek or have a better job in destination (Prachuap Khiri Khan Province). Those with low education may have difficulties in seeking a job or get a low-paid job (Giovanni Peri, 2012). The skills development allowing workers to be more proficient in jobs, able to learn, adapt, absorb the way of thinking and working, memorize, imitate the technology of career and others better than those with lower educational level and allowing them to be leaders with new ideas and skills and share them with the community they return to as well as being able to economically adjust (Parnwell Mike, 1993)

Age (X5)

Myanmar workers, used as a sample for this research, are considering age, it is found that most return migrant are those aged between 15 and 29 years old(51%), 30 percent of return migrants aged between 30 and 44 years old, 19 percent of return migrants aged between 45 and 59 years old. As a result, return migration with young age because they have freedom and do not have permanent jobs. They can adapt themselves to a new environment better than older workers. Older age workers have lower job opportunity. There is a chance for them to non-return to their country more than young migrants.

Conformity (X6)

Myanmar workers, used as a sample for this research, are considering conformity, it is found that analysis' score of conformity with neighbors and relatives in hometown. 57% of Myanmar workers in have a high-level conformity with neighbors and relatives in hometown, 33% have a medium-level conformity with neighbors and relatives in hometown and 10% have a low-level conformity with neighbors and relatives in hometown.. As a result, conformity with neighbors and relatives in hometown is an interpersonal ties that link migrants, former migrants, and non-migrants in origin and destination areas.

2. Results of research and analysis of factors relating to the decision of return migration of Myanmar workers in fishery industry in Prachuap Khiri Khan Province.

Pearson's Product Moment Correlation Coefficient :r)

The researchers have analyzed all variables to find the correlation coefficient by Pearson's Product Moment Correlation Coefficient, using PSPP software. The results show that the scale of the decision of return migration has a positive relationship with a statistical significance at 0.05 with a conformity with friends and relatives ($r=0.857$), educational ($r=0.763$), possession of land in hometown ($r=0.713$) and marital status ($r=0.656$) respectively as shown in Table 1;

Table 1
Coefficient in Pearson Correlations

	Y1	X1	X2	X3	X4	X5	X6
Y1	1	0.250	0.656	0.713	0.763	0.652	0.857
Sig		0.369	0.008	0.003	0.001	0.008	0.000
N		320	320	320	320	320	320
X1		1	0.511	0.552	0.294	0.598	0.406
Sig			0.051	0.033	0.288	0.019	0.133
N			320	320	320	320	320
X2			1	0.626	0.840	0.796	0.660
Sig				0.012	0.000	0.000	0.002
N				320	320	320	320
X3				1	0.671	0.913	0.722
Sig					0.006	0.000	0.002
N					320	320	320
X4					1	0.795	0.709
Sig						0	0.003
N						320	320
X5						1	0.737
Sig							0.002
N							320
X6							1

Sig							
N							320

2.2 In the multiple regression analysis, the researchers have used the stepwise regression to select the variables. The results show that the conformity with friends and relatives that can be used in the regression equation and has the coefficient of multiple correlation or R, which equals to 0.857 or R², which equals to 0.734. It is found that the conformity with friends and relatives able to explain the changes and fluctuation of the scale of the decision of return migration at 85.70% of all variations of factors. The remaining 14.30% is influenced by other variables not considered in the research.

After the adjustment of R², R²_{adj} (Adjusted R Square) will equal 0.713, showing that after the adjustment, the conformity with friends and relatives factor remains highly influential to the decision of return migration, as shown in details in Table 2;

Table 2
Model Summary in Multiple Regressions

Model	R	R ²	Adj R ²	Std.Error
1	0.857	0.734	0.713	8.46550

Table 3
Model Summary in Multiple Regressions

Model	Unstandardized Coefficients		standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
Constant	-7.977	4.274		-1.866	0.085
X6	0.044	0.007	0.857	5.984	0.000

Table 3 showed Multiple Regression Coefficient: B of summation, is) b₀ (= -7.977 coefficient of variables X6) b₁(=0.44); therefore, regression summation will be as follow (3):

$$\hat{Y} = -7.977 + 0.044X_6 \quad (2)$$

Conclusion

From the results of the study of personality as well as the analysis of determinants relating to the decision of return migration of Myanmar workers in fishery industry in Prachuap Khiri Khan Province, using Pearson's Product Moment Correlation Coefficient and Multiple Regression Coefficient, it is shown that 47.50% of Myanmar workers want to return to their home country within the next 1-5 years, 36.25% in 6-10 years and the rest, in over 10 years. The conformity with friends and relative in their hometown factor is influential to the decision of return migration of Myanmar workers in fishery industry which corresponds with the concept of "Migration networks" defined by Massey D.S (1998) as sets of interpersonal ties that link migrants, former migrants, and non-migrants in origin and destination areas through the bonds of kinship, friendship, and shared community origin which is the bonds of internal society, household, kinship, friendship, community and fellow countrymen at the destination areas that have interpersonal ties between destination areas and origin of migrants or between former migrants from origin to destination areas of migrants who have experiences with migration, decision making in terms of economy, society and personal determinants .

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BESSH-16

The Study on the Success in Cotton Hand Weaving Skill Transfer by Elderly in Angsila District, Chonburi Province

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Abstract

The purpose of this research is to study the success in educating local people in Angsila Community in Chonburi province for cotton hand weaving' production in search of challenges and opportunities with regard to conservation of their local cultural heritage, which now nearly disappear. To accomplish the goals and objectives, Action research was applied. Data were collected using observation, basic interviews, in-depth interviews, pretest-posttest and action learning techniques with both primary and secondary data were in use. Results from this research revealed that all respondents appreciated the value of their local cultural heritage – Angsila hand weaving homespun – more than ever after they finished this action learning. After learning process, all respondents agreed that hand weaving homespun was not as difficult as they previously expected. Nevertheless, it had some obstacles in the refinement process of hand weaving homespun such as their lacks of prior experience in weaving that led to irregular homespun, some injuries caused by threads, or pains and aches form long hours of weaving.

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Keywords— Cultural Heritage, Homespun, Weaving, Local Wisdom, Angsila Community, Chonburi Province

Introduction

Chonburi is a province located on the eastern coast of the Gulf of Thailand, in the eastern part of Thailand. The province has beautiful scenery and famous tourist attraction sites such as Pattaya – a global renowned beach town of Thailand.

Angsila Community is a peaceful beach town located in the southern part with distance of around 5 kilometers from Chonburi town of Chonburi province. It was also recognized as the first resort in Thailand with their great atmosphere and scenery.

Besides, “It comprises of valuable heritage sites. The first of such site is Angsila Temple. It demonstrated different architectural characteristics, including colorful mural paintings of early Rattanakosin era; and the second, the Maharaj and Rachinee buildings, which were a site of Royal’ vacation residences since King Rama V. Both of them were registered as an ancient monument by The Fine Art Department” (Pornnapat Berndt, 2012).

Regarding tourist attractions, Angsila has Wiharn Thep Sathit Pra Kitti Chaloe, also known as Naja Sa Teochew Temple, of which interior decoration is magnificent, and Angsila Jetty, which has been attracting a large number of tourists, for its famous fresh seafood.

Besides, Angsila has over-a-century old local traditions, which are Wan Lai and Kong Kao traditional rituals. Both are unique and have been passed on through generations so they have become their own identity. In terms of local wisdom, Angsila stone mortar is well-known all over Thailand. The other well-known product of Angsila is its hand weaving homespun, which was very popular as signature handicrafts of Angsila for their splendid production techniques, unique design with thick and fine texture, beautiful when ironed, and durable (Culture Department of Chonburi Province, 2006). Moreover, Mr. Tri Amatyakul wrote in the book “Guide to Chonburi Province,” which states that some of King cloths were weaved from the Angsila community and Chantaburi province. Moreover, during the reign of King Rama V, his majesty the King Rama V himself also bestowed Angsila hand weaving products to the government officer as a souvenir.

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Figure 1: Exquisite Mural Painting, Angsila Temple, Chonburi Province. (Kamolsak Solaraklikhit, 2005)

Nevertheless, according to research by Dr. Pornnapat Berndt, it was founded that Angsila cotton hand-weaving product is nowadays at a high risk of extinction due to lacks of successor to inherit such local wisdom of this local heritage. At present, there is only Mr. Srisak Sae-Heng left with such original knowledge and skill for cotton hand-waving production (Srisak Sae-Heng, 2015).

Thus, this research study is therefore purposed to study the success in educating local people in Angsila Community in Chonburi province for cotton hand weaving production in order to conserve this local heritage, and identify challenges and opportunities in search of the ways to revive this local wisdom.



Figure 2: Original Angsila hand-weaving cotton. (Pornnapat Berndt, 2014)



Figure 3: Mr.Srisak Sae-Heng, cotton hand-weaving instructor. (Pornnapat Berndt, 2014)

Research Methodology

This research focuses in the area of Angsila Community, which is located on the coast of the Gulf of Thailand, in the eastern region of Thailand. To accomplish the objectives, experimental research was applied. The research techniques used in data collection included observation, questionnaire and content analysis, in-depth interviews of Experimental Group, pretest-posttest, and interview of key local performance.

Experimental group was consisted of 3 villagers of Angsila community, whose backgrounds were different. The samples have their age span of at least 10 years as researcher would like to observe that difference in ages would affect the level of success in Hand-weaving skill transfer or not. The study also used both primary and secondary data.

Results

Results from the research revealed that it took around to 7 days to complete the session of hand-weaving skill transfer. Prior to the experiment (Pre-test), all samples did not have skill in cotton hand-weaving production at all.

With regard to knowledge and awareness of cotton hand-weaving history, the first sample (Sutada Jitsaichon, 2015: hereinafter, will be called "Sample No.1") had seen people of previous generations weaved cotton in the community as she was born in Angsila community while the second one (Mukda Patcharatit, 2015: here in after, will be called "Sample No. 2") had never seen as she was not an original Angsila villager.

For the third one (Kamolwan Pijarn, 2015: hereinafter, will be called "Sample No. 3), she was born in Angsila community, however, she had never seen cotton hand-weaving' production in her community before as such production had disappeared before she was born. Nevertheless, she had heard about the history of Angsila cotton hand-weaving production.



Figure 4: Mrs. Sutada Jitsaichon, Sample No.1, 65 years old. (Pornnapat Berndt, 2015)



Figure 5: Mrs. Mukda Patcharatit, Sample No.2, 49 years old. (Pornnapat Berndt, 2015)

Considering topics studied from these samples, results revealed as follows respectively:

Interest in learning cotton hand-weaving' production: During that experimental period, all samples had low level of interest as they were still employed in private company. However, all of them were recently unemployed, therefore, they turned to looking for alternative sources of income.

Expectation of difficulty in cotton hand-weaving production: All samples similarly expected the production process to be very difficult and the learning period would take a very long time.

Awareness of local heritage value: All samples realized that their local heritage were valuable. They had known about the quality of Angsila cotton hand-weaving products that were beautiful, durable and unique.

After the experiment (Post-test), the cotton hand-weaving skill was completely transferred by elderly villagers, while all samples had learned with proper skill within 7 days.

Results from this research also revealed the following:

Knowledge and awareness of cotton hand-weaving history: All samples had more knowledge and awareness as Mr. Srisak Sae-Heng, cotton hand-weaving instructor, had passed on his knowledge of history and story of their local heritage – Angsila cotton hand-weaving production – to them.



Figure 6: Mrs. Kamolwan Pijarn, Sample No.3, 36 years old. (Pornnapat Berndt, 2015)

Interest in learning cotton hand-weaving production: After learning, all samples had raised their interest in the production, and intended to apply the new skill in their part time job for extra income.

Expectation of difficulty in cotton hand-weaving production: All samples thought that the production process was not so difficult as they thought it was before the learning session. They could complete the course within only a week, and they could learn the whole process from the starting point to the end of the process.



Figure 7: Mrs. Kamolwan Pijarn, Sample No.3, 36 years old. (Pornnapat Berndt, 2015)

However, without proper skill and enough experience, their works were not very neat. They would need a certain period of practice to strengthen their skill. As the process was considered easier than expected, all samples tend to express their high level of appreciation on their new learning.

All samples were reported to have some pains and aches due to the requirement of the weaving process to sit still and stay weaving over long hours. Besides, some hand injuries were also reported due to sharpness of threads used in weaving process (Mukda Patcharatit, 2015).



Figure 8: The irregularly cotton hand-weaving. (Pornnapat Berndt, 2015)



Figure 9: The tattered at the edge of a piece of cotton. (Pornnapat Berndt, 2015)



Figure 10: The tattered at the edge of a piece of cotton (Pornnapat Berndt, 2015)

The cotton hand-weaving instructor, Mr. Srisak Sae-Heng, had noted that, despite his skill was genuine, the quality of Angsila cotton hand-weaving products could not be 100-percent identical to those produced in the past as threads with similar quality to those in the past could not be found. However, with all available tools and resources, the quality could reach at least 70 percent of the original ones produced in the past. In his opinion, major obstacle to conservation of the local heritage of Angsila, like Angsila cotton hand-weaving products, was financial resource, and all stakeholders should provide adequate level of financial support to realize such a conservation attempt. Finally, he said that, to conserve their local heritage, it had to have more looms (Srisak Sae-Heng, 2015).

Without proper financial support, he had tried to develop the loom by himself, but it took him quite a lot of time. However, he had tried to build a community for those, who appreciated cotton hand-weaving products, and now, he had already got around 400 members joining up to share such information and knowledge (Srisak Sae-Heng , 2015).



Figure 11: Loom made by Mr. Srisak Sae-heng. (Pornnapat Berndt, 2015)

In conclusion, a high level of success could be achieved in cotton hand-weaving skill transfers by elderly villagers in Angsila district. It started with only a skillful person, and now there were three more people learned, and were improving their skill. It is not a hopeless mission with regard to their intention to conserve valuable local heritage in Angsila district, Chonburi Province.

Discussion

The reason for success and comfort in this research was collaborations from both the instructor and learners due to their willingness to realize their intention on cotton hand-weaving skill transfer. This experimental research could help change attitudes of all 3 learners towards their local cultural heritage to be more favorable. Therefore, the local cultural heritage in the verge of extinction could consequently be revived and conserved for people of the next generations.

Suggestion

Government Sector, such as Angsila municipality, should support such intention in conserving their local cultural heritage. All stakeholders should realize how valuable our national cultural heritages really are, and try to conserve them for those people of the next generations.

Acknowledgment

First of all, the researcher would like to express special appreciation on Mr. Srisak Sae-Heng for all his supports. He is a kind of person, who commits himself to the revival of his local cultural heritage as much as he can. All samples, who were willing to dedicate their time to learn the cotton hand-weaving production process with intention to conserve their local heritage. In addition, the researcher would like to express her sincere gratitude to her beloved institution, Suan Sunandha Rajabhat University, for research budget granted for this project and all other supports.

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BESSH-16

**The Water-Way Route Management for Cultural Tourism Promotion at Angsila District:
Challenge and Opportunity**

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Abstract

The purpose of this research is to study on the challenge and opportunity for waterway route management for promoting cultural tourism in Angsila District, Chonburi Province. To accomplish the goals and objectives, qualitative research will be applied. The research instruments used are observation, basic interviews, in-depth interviews, and interview key local performance. The study also uses both primary data and secondary data. From research result, it is revealed that all respondents had appreciated and strongly agree to promote their waterway route tourism as an intend for further increase for their income. However, it has some challenges to success this project due to natural obstacles such as water level, seasons and high temperature. Moreover, they lack financial support from government sectors also.

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Keywords— Cultural Heritage, Green Mussel Farm, Angsila Community, Chonburi Province

Introduction

Chonburi is located on the eastern coast of the Gulf of Thailand, only 80 kilometers from Bangkok. Chonburi is a popular coastal province for weekend warriors from Bangkok who seek the nearest escape; Chonburi, which has something for everyone, rarely fails to disappoint.

The most famous beach town in Chonburi province is Pattaya, one of Asia's premier beach resorts, which caters equally to families, couples, and single visitors. Both Pattaya and Chonburi's other coastal towns feature a variety of accommodation ranging from luxurious beachside resorts to simple guesthouses. Dining on seafood is one of the region's top activities, although sports enthusiasts will find numerous golf courses and the full spectrum of beach activities to participate in (Tourism Authority of Thailand. Chon Buri)".

Angsila Community is the peaceful fisherman village located around 5 kilometers south of Chonburi town, Chonburi province. It was also recognized as the first resort in Thailand.

"Green mussel farm dot along the Angsila sea shores. Some fisherman earns a living by raising sea mussel, an occupation pass on generation to generation (Somsong Buntam, 2015)". Besides from sea mussel farm, there are also plenty of oyster farm and cockle in Angsila community.



Figure 1: Green mussel farm in Angsila sea shore. (Pornnapat Berndt, 2014)

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Figure 2: Oyster farm in Angsila sea shore. (Pornnapat Berndt, 2014)



Figure 3: Seafood sales at Angsila Jetty. (Teera Intararuang, 2014)

According from Dr. Pornnapat Berndt researched state that Angsila consists of many interesting tourist attraction such as “the first such site is Angsila Temple. It demonstrated difference architectural characteristics include colorful mural painting in early Rattankosin era; and the second, The Maharaj and Rachinee building: these used to be a Royal vacation resident since King RamaV. Now both of them were registered as an ancient monuments by The Fine Art Department”. “Regards tourist attraction, Angsila have Wiharn Thep Sathit Pra Kitti Chaloem (Naja Sa Teochew Temple) which magnificent decoration as well as Angsila Jetty which drawn a large number to tourist to come and buy seafood (Pornnapat Berndt, 2012).”



Figure 4: Srisak Sae-Heng, cotton hand-weaving instructor.



Figure 5: Naja Sa Teochew Temple

Therefore, Angsila has potential to manage waterway tourism route to promote cultural tourism. Apart from waterway trip, tourist can visit many interested tourist attraction in Angsila. Beside, from Pornapat Berndt research, it found that tourist interest in boat trip to watch green mussel and oyster from at mean scores 3.84 considered as very interesting (Angsila Fisherman, 2015).

Researcher therefore purpose to continue study from Pornapat Berndt research in part of Angsila villager toward waterway tourism in their community.

Research Methodology

This research focuses in the area of Angsila Community, Chonburi province, in eastern region of Thailand. To accomplish the objectives, experimental research will be applied. The research instruments used are observation, focus group and in-depth interview of 20 Angsila' fisherman.

Results

Research results found that fisherman willing to manage waterway tourism route to promote cultural tourism in their community. All of group interview strongly agree that Angsila can manage waterway tourism route for tourist.



Figure 6: Group of Angsila fisherman

However, there are some obstacles that these tourist activities could not operate in regularly due to the weather, tidal water and budget for tourist equipment. Sometime boat cannot depart from wharf as ebb tide. In case that tourist would like to use boat trip service, it possible that they might disappoint.



Figure 7: Boat cannot depart from wharf due to ebb tide

Apart from natural obstacle, there still have some problems about condition of boat which deteriorate and look uncomfortableness. Besides, the fisherman also had no financial support for life jacket for tourist (Somsong Buntam, 2015). Moreover, their boat have no roof which could not protect hot weather when tourist take a boat trip which might lead to tourist will not satisfy.



Figure 8: Boat cannot depart from wharf due to ebb tide

Considered in location that will take tourist for trip boat, Mr. Somsong Buntam, one of Angsila old committee member and also take responsibility for public relation for community, he suggests that in the area of Rachinee Building is suitable to take tourist for boat trip (Pornnapat Berndt, 2014) which researcher strongly agree with him as Rachinee Building is another tourist attraction which plenty of tourist come to visit. It is a good connecting point to extend tourism route.



Figure 9: Somsong Buntum, Angsila Old Market Committee



Figure 10: Somsong Buntum, Angsila Old Market Committee

Discussion

According from research result of Pornapat Berndt which found that tourist very interest in boat trip to see mussel and oyster farm. This is a good opportunities for community to find the way to promote cultural tourism in their community in order to generated income to local people. However, this is a basic research to investigate challenge and opportunities for waterway tourism route management in Angsila district.

As information, Angsila has potential enough to be an attractive tourism destination. Nevertheless, all stakeholders should be involve especially government sector. It should do more research and study the procedure and step to develop tourism plan for their community.

Suggestion

Government sector such as Angsila municipality should support and find the way to promote waterway tourism route to promote cultural tourism in Angsila district as to generate income to local community. All stakeholders should involve. Group discussion should be used to share idea and expel obstacle. Budget should be set up for promote tourism for their community.

Acknowledgment

First of all, The Author would like to thank Mr. Somsong Buntam, one of Angsila old Market committee for his support. Moreover The Author also would like to say thank you for Angsila fisherman for their information and cooperate. Thank you for research budget from Suan Sunandha Rajabhat University.

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BESSH-16

A Guideline of Development in Management of University in The Center of Thailand in order to promote the Cultural Tourism Case Study: Ayutthaya Rajabhat University

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Abstract

This research aims to study and survey a potential in the areas affecting development and study of management factors affecting cultural tourism for Ayutthaya Rajabhat University in a model of a qualitative research as a survey research. The sample population is executives and faculty members, including persons related to university management of Ayutthaya Rajabhat University, total: 5 persons. The tools of research is used in the research as in depth interview which, the researcher distributed in-depth interview form. The obtained data was brought to conduct content analysis by brainstorming from expert academician, as well as, persons related to university management of Rajabhat University in order to consider readiness in cultural tourism management for Rajabhat University, analyze and develop to be a guideline for development of Rajabhat University for promoting cultural tourism. From the study results, it is found that the factors of readiness in management, planning, organizing, personnel management, leadership and guiding, coordination, controlling, budgeting and marketing could influence to be a guideline for development of Ayutthaya Rajabhat University in order to promote cultural tourism; therefore, the University should prepare more plans concerning related matters, as well as, development, determining form and policy of Rajabhat University.

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Keywords— Cultural Tourism, Rajabhat University, Tourism Management

Introduction

Tourism is an industry in service sector which has the important role affecting overall economic system of Thailand because it generates primary income of the Country; moreover, it is the industry generating much relevant business as, in each year, it can generate income into the Country in foreign currency for hundred billion Baht. The Tourism Authority of Thailand (TAT) forecasts the tendency of tourists who would travel to Thailand in 2012, total 19 million tourists, generating income approximately 1.4. trillion Bath.

In the Rajabhat Universities Act, B.E.2547 (2004), His Majesty had his royal command with kindness to establish Rajabhat Universities substituting Rajabhat Institutes having total 40 universities. The policies, missions and objectives of the Rajabhat Universities aim to be higher education universities for local development strengthening power of wisdom of the Land, healing power of learning, praising local wisdom, creating arts and sciences for stable and sustainable advancement of people, having participation in management, maintenance, utilization of natural resource and environment with balance and sustainability. The objectives are to educate, promote academic matter and advanced profession, teach, research, provide academic service for community, improve, transfer and develop technology, preserve arts and culture, produce teachers and promote academic standing (the Rajabhat Universities Act, B.E.2547, 2004).

From the policies, missions and objectives and other information of Ayutthaya Rajabhat University, it indicates that Rajabhat University is the educational institute which is capable to support ideas of government policies in tourism promotion, build economics and society, capable to develop locality, strengthen power of wisdom of the Land, heal power of learning, praise local wisdom, create arts and sciences for stable and sustainable advancement. Therefore, in this research, the researcher aims to study, survey factors promoting and supporting the governmental policies, local policies and the University's policy for emphasizing on promotion of cultural tourism by studying in form, structure, policy and guideline together with element of management in order to be a guideline in development and promotion for cultural tourism for Ayutthaya Rajabhat University.

Objectives of Study

A Guideline of Development in Management of University in The Center of Thailand in order to Promote the Cultural Tourism Case Study: Ayutthaya Rajabhat University which, have objectives of this research as follows:

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- A. To study readiness of management affecting cultural tourism development for Ayutthaya Rajabhat University
 B. To study factors of management affecting cultural tourism for Ayutthaya Rajabhat University..

Research Methodology

The research regarding the development of Ayutthaya Rajabhat University for promoting cultural tourism, utilizing research model as mixed methodology consisted of documentary research and qualitative research as survey research, studied documents and related research works, namely history of Ayutthaya Rajabhat University, management process, cultural tourism.

When the data from the interview forms was brought to consider in order to be the guideline for proceeding in research and summarizing of document consideration for utilizing in next phase of the research, then, the data of relevant research documents was studied to develop as tools utilized in research procedure as in-depth interview, total: 5 persons, including executives, faculty members, people residing in community, folk sage around Ayutthaya Rajabhat University. However, topics of interview and content are the same set in order to study the readiness in management leading to cultural tourism of Ayutthaya Rajabhat University by brainstorming for academic experts, as well as, persons related to the management of Ayutthaya Rajabhat University. When the results of brainstorming were obtained, they were brought to summarize and draft to be the guideline of management of Ayutthaya Rajabhat University for promoting cultural tourism.

Results

A Guideline of Development in Management of University in The Center of Thailand in order to Promote the Cultural Tourism Case Study: Ayutthaya Rajabhat University have the objectives to study the readiness in management affecting the development in cultural tourism for Ayutthaya Rajabhat University and to study factors of management affecting cultural tourism for Ayutthaya Rajabhat University. The researcher utilized a qualitative research model, and the tools utilized in research procedure are in-depth interview having questions for open interview from academic experts, as well as, persons related to the management of Ayutthaya Rajabhat University, total: 5 persons. The persons included in this research consist of executives, faculty members, person residing in community, folk sage around the University which are knowledgeable and experienced persons. The researcher arranged discussion meeting regarding the study of the guideline of the development of Ayutthaya Rajabhat University for promoting cultural tourism; therefore, the researcher hereby presents the analysis of interview forms as follows:

The interview forms for the study of readiness in the developmental guideline of Ayutthaya Rajabhat University for promoting cultural tourism:

Topics in the interview	Interview Speech
1. Rajabhat Universities and the Development to be the Tourist Attraction	<p>"We can do it" Dr.Pattira Monhoun</p> <p>"We can do it" Dr.Pakin chotivetsilpa "We can do it that because local Rajabhat Universities should have details of personnel using for development Dr.Boonlum Soontorn "Rajabhat Universities can be the sustainable tourist attractions." Dr.Chompoonuch Sukwhan</p> <p>"We can do it. As from the view points, the Universities are the tourist attractions themselves because Ayutthaya Rajabhat University has Art and Culture Center and is the academic service center for public. Probability is up to the context in each university." Local tourist guide</p>
2. Factors regarding Readiness in Management 2.1. Plan and Policy	<p>"In the present time, we don't have the plan (1-3 years). Ayutthaya Rajabhat University should have the plan and policy, starting from short-term plans that are be able to act promptly, as for the long-term plan, it will be a strategic plan to render the University to be the cultural tourist attractions. Dr.Pattira Monhoun</p> <p>"Currently, there have some plans. The responsible executives must have the role in decisive decision making importantly, must make the plan and communicate to responsible units using the Rajabhat Universities as the hub to all relevant regions,</p>

	<p>namely community, folk sage, tourism technician, , marketing personnel, entrepreneur, tour guide, for example the Universities wish to develop agricultural tourist attractions; the excellent expert of province, technician from the Ministry, community are invited to jointly develop the tourist attractions; the Universities should prepare short-term plan to be an urgent plan, conduct survey and observation in successful tourist attractions in order to apply and issue policy and find a strong point of the Universities to be a selling point supported by budget.</p> <p>Dr.Pakin chotivetsilpa</p> <p>“There should be short-term and long-term plans, that is to say, for the cultural tourism, community must have full participation in short term, that is, first, there must be an understanding with local personnel that what cultural is. In long term, are there any step in locality that has a participation? What should we do to make them understand? All of them are in the long-term part which have not been prepared. It is up to the personnel management for positioning in area; however, currently, there is no clear guideline, it is depended on the researcher requesting for support in this field.”</p> <p>Dr.Boonlum Soontorn</p> <p>“Rajabhat Universities should have the plans and policies for supporting to be the sustainable tourist attractions in both personnel and budget, as well as, objectives and clear goals in order to receive coordination from all working parts; the Universities should have short-term plans to build an understanding and develop personnel to have participation and long-term plans to invest for developing several aspects to be in conformity with sustainable tourism attraction policies. The details in planning of policy is not be found.</p> <p>Dr.Chompoonuch Sukwhan</p> <p>“There must be a participation from foundation to advanced level for discussion in order to find the direction in development and making it to be more concrete. A presentation of art and culture works by requesting coordination from each local community to jointly brainstorm. As far as we know, there are no long-term plans and mostly, are short-term plans.”</p> <p>Local tourist guide</p>
2.2. Factor regarding Readiness in Organization Management	<p>“Ayutthaya Rajabhat University needs and should create a unit to support for developing to be the tourist attraction by promoting according to National Strategies and support learning and teaching.”</p> <p>Dr.Pattira Monhoun</p> <p>“The University should create an internal working unit by selecting the aptitude or strong point of the University, interesting and attractive things by creating working unit that may be a created working unit to be responsible temporarily such as Art and Culture Center. When such working unit can turn to be a tangible unit, then, it can be established as the responsible unit in the development of cultural tourism directly.”</p> <p>Dr.Pakin chotivetsilpa</p> <p>“We do not have any clear plan or policy, but in the future, it may have a certification of tourism plan supporting developmental plans together with national developmental plan.”</p> <p>Dr.Boonlum Soontorn</p>

	<p>“Ayutthaya Rajabhat University should create a unit to support the development to be the sustainable tourist attraction.” Dr.Chompoonuch Sukwhan</p> <p>“Now, we have a feeling that Rajabhat Universities are the tourist attraction themselves; therefore, there should not have any directly responsible unit as the University has Art and Culture Center and Director; thus, it is not necessary to create more units as those groups will continue taking responsibility.” Local tourist guide</p>
2.3. Factor regarding Readiness in Management of Working Person	<p>“Ayutthaya Rajabhat University should prepare personnel from Ph.D to support and compete having related Personnel Administration Division/ Faculty/ Department/ Field supporting in selection.” Dr.Pattira Monhoun</p> <p>“In making of examination and interview for measuring the working attitude in tourism development, the participant in the examination or interview should demonstrate knowledge and skill that could utilize in actual work and should have tolerance and experiences before. The responsible unit in the selection should be the same unit to be developed as cultural tourist attractions.” Dr.Pakin chotivetsilpa</p> <p>“The university, in sessions, has the selection, that is to say, accepting more instructors in tourism field for faculties having the field of tourism management.” Dr.Boonlum Soontorn</p> <p>“Ayutthaya Rajabhat University should prepare, allocate and select the personnel having experience, vision and knowledge towards the change in order to be in the part of a working team. Unit of central office and personal division should be responsible to the personnel selection.” Dr.Chompoonuch Sukwhan</p> <p>“For now, there should not have any direct unit as Ayutthaya Rajabhat University has Art and Culture Center and Director. For the matter of creating more units or organizations, we don't have any plan yet. Generally, the director of Art and Culture Center are the person who selects the personnel to be working. The committee are responsible to select appropriate characteristics of such personnel to be working in the unit.” Local tourist guide</p>
2.4 Factors regarding Readiness in Leadership and Guiding	<p>“Executives should determine a strategy/ policy/ vision/ promote tourism, as well as, determine strategic long-term plans having period as 5-10 years for consistency.” Dr.Pattira Monhoun</p> <p>“Executives determines main plan and policy for responsible unit to be able to merge with official tasks affecting goodness; the plan is be able to make as long-term plan, namely inviting entrepreneur to consult with, making advertising media, public relation, finding partnership or ally such as nearby local tourist attractions making new package tour; the executives needs to determine tourism developmental plan to be developed consistently and to be evaluated.” Dr.Pakin chotivetsilpa</p>

	<p>“Policy and Plan may be determined. A strategy of the University may be a guideline which must be comply with the strategy clearly that such guideline are the subject matter of cultural tourism in the plan of the University clearly; however, first there must be a development in personnel, that is to say, the University must accept the personnel being good at this field to work with the University.” Dr.Boonlum Soontorn</p> <p>“Executives of the University should determine clear policies, have goal and time frame and predict the expected outcomes when finishing, both success and not success according to the plan. The executives should have long-term plans related to working part in those locality as the University could not be alone but local community and supporter must be in support making policies be sustainable and generally recolonized.” Dr.Chompoonuch Sukwhan</p> <p>“In the present time, the executives, who said broadly that they wanted to make them but that did not mean not give the support, will see that which persons would be suitable with this kind of work and suitable to take responsibility and perform tasks well when works have been assigned. Long term plans of the University must be cooperated with every related party to participate in planing policy. All in all, it is also depended on the executives.” Local tourist guide</p>
2.5. Factor regarding Readiness in Coordination	<p>“There should be a working group and a determination of clear plan within organization by cooperating with units or other external organization with the working group, including evaluation of working results in every working session.” Dr.Pattira Monhoun</p> <p>“The dean should create direct units to be responsible or the host in working and cooperating by empowering in cooperating with external units (not have to be approved by the dean) and provide supporting budget. The units should be coordinated with, namely Provincial TAT, Central TAT, tourism entrepreneur, local community, website and etc.” Dr.Pakin chotivetsilpa</p> <p>“As for organization, the arrangement of organization charts in the matter of tourism should be clear. Cooperation with third party not only within the organization should be considered. Main units of the province, TAT, Municipality should be participated in thinking and development to be correct and tangible.” Dr.Boonlum Soontorn</p> <p>“Within organization, there should be a cooperative form and internal networks as Top Down to be clear with operatives and to be in compliance with the objectives of plan. Within organization, there should be should be a cooperative form and internal networks as holism which can be considered and decided in several matters in one point making working performance efficiently, smoothly, totally and can respond to the needs of external customers very well.” Dr.Chompoonuch Sukwhan</p>

	<p>“In the present time, we already have Art and Culture Center which would be used for coordination through this organization in kind of submitting an official letter to the director directly. Recently, instructors are accepted to be directors. The former formality is to use invitation letter of personal relationship or invite third party to jointly determine model.”</p> <p>Local tourist guide</p>
2.6. Factor regarding Readiness in Control	<p>“Ayutthaya Rajabhat University should create working group by determining model, having follow-up and evaluation in working results.”</p> <p>Dr.Pattira Monhoun</p> <p>“There should be the collection in statistics together with initiation of developmental plan to be compliance with step and procedure, for example statistics of proper direction of what things should be improved in the University to be the cultural tourist attractions for knowing the guideline.”</p> <p>Dr.Pakin chotivetsilpa</p> <p>“The data of tourists coming into area and people in area and satisfaction of tourist attractions”</p> <p>Dr.Boonlum Soontorn</p> <p>“Rajabhat Universities should have a report making, collection of statistics, achievement according to the monthly goal and should have a public relation of working results together consistently in order to draw public attention.”</p> <p>Dr.Chompoonuch Sukwhan</p> <p>“In every project or arrangement, we always collect data by making satisfactory evaluation form of the participants; we think that this method is the easiest way.”</p> <p>Local tourist guide</p>
2.7. Factor regarding Readiness in Budgeting	<p>“Ayutthaya Rajabhat University will build investment funds and budgets by creating networks with organizations in private sector, including promoting in event arrangement, especially the important unit in the University, namely Art and Culture Center and creation of special activities and learning activities to gain income for the University.”</p> <p>Dr.Pattira Monhoun</p> <p>“Ayutthaya Rajabhat University will find investment funds in the development from the income of the University, from mutual investment from entrepreneur/ government subsidy/ province/ Sub-district Administration Organization/ Provincial Administration Organization as the University will generate income from entering fee, area rental fee, additional income such as food, performance and souvenir.”</p> <p>Dr.Pakin chotivetsilpa</p> <p>“For finding of funds, nowadays, there are so many funds and certain unit that intend to develop tourism. The income are from tourism creating circulating in funds within local community; person residing in the locality has incomes from the tourism and brings them to use creating circulation and supporting growth in economics.”</p> <p>Dr.Boonlum Soontorn</p> <p>“We should find funds and budget to promote sustainable</p>

	<p>tourism from two funds, namely internal-from the management of each internal unit to support budget in joint performance, external – from governmental agencies and/or general private sector which envision on the importance and future benefits.” Dr.Chompoonuch Sukwhan</p> <p>“The direct income comes from the University allocated. In fact such income is not less, and mostly, our Ayutthaya Rajabhat University usually has events which can enter without any fee; a few event will collect entering fee; however, if there are the collection of fee, those fee will be entered to the project entirely. Therefore, there will be no external income as the University focuses on academic service that gains incomes for supporting.” Local tourist guide</p>
2.8. Factor regarding Readiness in Budgeting	<p>“Ayutthaya Rajabhat University should establish the board of committee, create working plan, find joint networks and present working results through media in order to promote marketing led to development.” Dr.Pattira Monhoun</p> <p>“There should be a promotion in students and personnel to know and understand the tourist attraction led to pass along, motivation from commission fee for guiding/ travel agencies/ tour guides, creating website, direct public relations to conduct public relations of tourist attractions nearby in order to draw tourists to visit, creating inviting board at the important place Dr.Pakin chotivetsilpa</p> <p>“The University will see that community should have a participation in the development for thinking. The University could provide support in public relations, but, in the part of, marketing arising from local community having participation for creating consistency.” Dr.Boonlum Soontorn</p> <p>“The University has the responsible units in marketing and public relations for insider and third party to recognize the development of tourist attractions. Also, the University makes online media thoroughly.” Dr.Chompoonuch Sukwhan</p> <p>“We will advertise with truth as an aggressive advertisement in forms of publication, TV, online to every government agency.” Local tourist guide</p>
3. Other matters	<p>“Factors regarding recognition of tourism of personnel, as well as, awareness in the benefits of tourism and participation.” Dr.Pattira Monhoun</p> <p>“Subsidies form units/ finding selling point for possible development, such as sport tourism, agricultural tourism and cultural tourism” Dr.Pakin chotivetsilpa</p> <p>“First, A policy level of the chief executive in strategic way must be determined clearly in order to have the development or management in tourism with clearness.” Dr.Boonlum Soontorn</p>

	<p>“Other factors which promote the readiness leading to management in sustainable tourism of Rajabhat Universities, namely place, importance and personnel” Dr.Chompoonuch Sukwhan</p> <p>“For the external private agencies, recently, the University coordinates with external units, but does it relate with tourism directly or not? We can answer that “there is no the coordination related with tourism directly.” Local tourist guide</p>
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From the study of a guideline of development in management of Ayutthaya Rajabhat University in order to promote the cultural tourism, it is found that Ayutthaya Rajabhat University is able to develop and manage as the University has the potential and strategic plan in support and the units in conformity with certain cultural tourist attractions, such as Art and Culture Center; however, the time in performance for building awareness and recognition in the organization may take some time, including budget spending on a preliminary development. The factors of readiness in management are, firstly, planning; the researcher finds that there should be clear plans and policies; as for the possibility in conducting, there should be a cooperation between the University and third party units, namely Sub-district Administration Organization and Provincial Administration Organization and etc.. As for Organizing, from the interviews, the researcher finds that the responsible units in management of guidelines for development of Ayutthaya Rajabhat University in order to promote cultural tourism, and there should be a readiness in related personnel development, As for staffing, from the interviews, the researcher finds that internal personnel are ready and there should be initiative in management of guidelines of Ayutthaya Rajabhat University in order to promote cultural tourism together with allocate budget with clearness, determining a characteristics of persons accepting for working in this kind of work to be in compliance with the policies of the institute. As for leading, from the interviews, the researcher finds that the executives should create awareness and initiative in the plans for development of cultural tourist attractions to the operatives performing according to the plans. As for coordinating, from the interviews, the researcher finds that the University should have the internal management by coordinating with internal units, as well as, external units, namely Provincial TAT to be a mutual system and network utilizing information for developing. As for controlling, from the interviews, the researcher finds that there should be a management in basic information and survey in order to be the management of guideline for development of Ayutthaya Rajabhat University in order to promote cultural tourism. As for budgeting, from the interviews, the researcher finds that finances and funds in performance could be found in 3 sections, namely government budget, generating income by the University itself, units or other related funds. Finally, as for marketing, from the interviews, the researcher finds that for the guidelines in development of Ayutthaya Rajabhat University in order to promote cultural tourism to be successful, there should be the promotions in all type of marketing by applying Thainess in presentation, including the student being the part of marketing promotion could affect and lead to the guideline of development in management of Ayutthaya Rajabhat University to promote cultural tourism.”

Conclusion

Ayutthaya Rajabhat University should conduct short-term and long-term plans in the factors of readiness in management, planning, organizing, staffing, leading, coordination, controlling, budgeting and marketing, as well as, development and promotion in public relation, in the models and policies of Ayutthaya Rajabhat University to be able to relay the history of the University, background of that cultural tourist attractions , including nearby tourist attractions to jointly develop them to be a learning source of tourism to be guidelines in development and promotion of cultural tourism in Ayutthaya Rajabhat University.

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BESSH-16

The Climate Change and Impact of Marine Tourism A Case Study: Phuket, Thailand

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Abstract

This article was study from “The Stakeholder’s Opinion for the Development of Marine Tourism Attraction in Phuket” in order to be a guideline to do an adaptation framework to coastal community (tourist service provider as well as local people in coastal area who are vulnerable people to climate impact from their own activities). The analysis could be a framework helping them to scope area of tourist activities and to sustainable climate adaptation to the area for tourism business. Also, this research has been studied from the linkage between coastal impact and human activities by observing the statistic of global temperature change each year and collected primary data from tourists who faced with marine tourism impacts directly and indirectly. The final result could be possibly the guideline to strategic developing plan to tourist service provider or even further research to sustain coastal area such as in Phuket.

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Keywords— Tourist Service Provider, Climate Adaptation, Coastal Area

Introduction

Phuket province is located in southern of Thailand. It comprised many valuable natural resources around the island where it has been counted as one of the most abundant marine resource of the world. Also, it is the hub of culture where traditional people have been set their location since long time ago. Thus, this reason why Phuket is the target for many investment from the foreigners and other businessmen. At the same time, the profit from their business in area could havoc the impact to Phuket’s environment including the local people’s lifestyle. Keeping the valuable assets of the area is counted as a primary target to develop the city, especially, the famous tourist destination like Phuket. Therefore, the exit of development with concerning environment as an island geographic is to study the capability of city in many fields to achieve a sustainable development on marine tourism attractions and surrounding environment with least impacts from natural degradation.

Why Phuket island?

A large portion of the world’s population has always located in coastal areas. Beautiful beaches, abundant of natural resources and marine ecosystem for long harvest and high profit business are always attractive to people to set their habitation in the areas. The coastal zone includes both area of marine and land subject. Coastal activities include commercial, recreational, and subsistence fisheries; ports and industrial facilities rely on shipping; tourism, agriculture and forestry dependent on coastal climate. Coastal areas are vital role of economic growth production. Also, it is a wide life and marine life habitats for all species which keep the ecosystem in areas balance. Moreover, natural environment around coastal areas is very useful for preventing agricultural and industrial wastes and also, protect inland area from storm and sea erosion or wave. Thus, Phuket, its number of tourists raising up barely uncountable yearly, plays role vital in developing economic growth and raising up the image of Thailand for the country of unforgettable tourist destination.

Why Policymakers need a good strategic planning in Marine Tourism around coastal area?

Nowadays, the impacts of tourism around the coastal area are increasing more and more as a result from the population growth and more advance technology of the world. Human consumes natural resources with non-plan increasing chance to the global warming. Then, the change or its circumstance occurs all over the world. Impacts from this matter have been attributed over decades by natural disasters and unpredictable on climate change. Thus, tourism will be the main role to focus on how much we run tourism industry and consume nature with sufficiency and sustainability.

In tourism business, inland activities can also have a significant impact on the coast. Hotel and resort construction, sand removal or sucking off can result costal degradation and erosion of the area. This will shift in fresh

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water and salt water. Thus, local occupations or jobs such as fishing and salt water harvesting will be difficult to maintain in long term. This is the reason why we should be aware of the overconsumption of nature in tourism industry before it is too late and difficult to recover it as it should be.

Methodology

This research has been studied from the linkage between coastal impact and human activities by observing the statistic of global temperature change each year.

Tourist activities without gas emission concerning may be the affect in the long run of many impacts in coastal areas, such as; sea level rise, the change of duration and power of the storm, hotter sea water, as well as the contaminated sea water (acidity). These impacts could great demolish on coastal and marine ecosystems.

Human activities, no doubt, are the main problems to produce many impacts in coastal areas. From the assessment model down below will show the comparative between human act and nature process how the world is changed too fast as it should be. The climate model from U.S. Global Change Research Program (USGCRP) will assume that the warming over the past century does not come from only the natural process. Human is the rouse factor by producing lots of green gases emitted (from their activities, lifestyle and technologies) into the atmosphere. This can be explained why the world is facing the warming temperature and it is unpredictable for the weather forecast in the future.

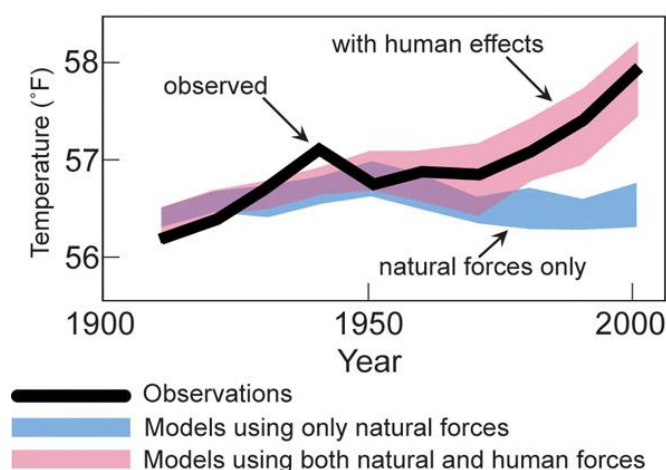


Figure 1: Climate model-Average Global Temperature (source: USGCRP 2009)

This figure shows the observed average global temperatures (black line) from 1900 to 2000 along with the temperature ranges predicted both blue and pink line by climate models. The blue line shows the predicted average temperature processed by nature only. The pink line represents the temperature range predicted that included human activities (green gases, CO₂, deforestation, fuel exploitation, etc). From the result, the temperature of the recent year (black line) is increasing in average global temperature from climate model. This is from greenhouse gas emission by human. More number of people happen, more green gas emission is being producing. Then, nature will be changed and it is hardly to prevent from natural disaster in advance, also, more it changes, stronger impacts will come. This is interacted with an unbalance of nature system which we destroyed it.

The research was conducted by the qualitative research method and targeted to the purposive sampling in order to effective receive result from stakeholders. This will lead to the efficient analyzing for the data.

The study has analyzed from demographic characteristics of 100 tourists who has spent time in Phuket and collected in depth data from purposive sampling by 27 people who are in both public and private sectors having role important in Phuket tourism development which are 9 local representative, 9 travel agents and 9 government officers. The interview were conducted a SWOT analysis paper tool to collect data and the descriptive analysis was conducted at the final result.

Result and Discussion

The study indicated that most of the sample was female by 64 percentage, male 36 percentage, which mainly moderate incomes coming from several province around the country. They have chosen the beach connected or

nearby accommodation which can great response to their primary objective, “leisure”. However, the garbage and solid waste are the main problem for marine tourist attractions which were produced from tourist activities along coastlines and nearby area.

The result from in-depth interviewing from both public and private sectors as well as local representative has been concluded that public sector in area should open the opportunities for other private sectors to join the seminar or meeting in order to brainstorm the sustainable development in area which affect the better living for local people in any domains. The way to find the better solution is the way to find the powerful negotiation from local people to lift up their life.

Here is the solution from research analysis for this paper:

- The positive development of tourism should be integrated an idea of the protect nature surrounding to local people in order to make more participation and sustain planning for the long term.
- The better way to develop tourism, it should pass the analysis process and in-depth study to the area; stakeholders, both inside and outside factors and threat, in order to create efficient strategies before running development project. This could provide more stable and sustainable plan for the improvement of tourist attractions.
- Keeping all standard level of basic infrastructure in order to maintain tourists or visitors in the area as well as protect them as like one of us. This will build up the image of local area and raise number of tourists coming each year.
- Regularly organizing the seminar between public and private sectors to seek out the efficiency plan for the integration in Tourism Development.
- Supporting all community activities for marketing plan in public relations to other countries.
- Supporting ecotourism to learn up the importance of nature during tourist activities, especially, in coastal areas.
- Government should have more restrict sanction on natural destruction.
- The fire and rescue department and other buildings around coastal area should have more regularly inspect for the security concerning appropriately.
- The sanitation of water supply should be accessible and enough for tourists in tourist attractions.
- To create the model scheme of tourism developing plan, all stakeholders should have more participation to help and consult each other more frequently. Then the investigating procedure must be apply.
- All tourist activities should not disturb environment and the indigenous knowledge of local people.
- Government should handle with the income disparity of tourism sectors from private companies in the area.

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BESSH-16

**The Guideline of Health Development for Tourist towards Health Tourism
in Ranong Province**

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Abstract

This research is conducted a qualitative method to study tourist behavior toward health tourism in Ranong Province. The result could be the health development for tourists who visit Ranong and do tourist activities concerning health issue. Moreover, it could be a guideline to improve the provincial strategic plan to attract more visitors coming to this province and to promote itself for support the health activity to the province by integrating healthy issue to tourism activities. Thus, the result could be the guideline for stakeholders who want to develop tourism industry and health of local people in province at the same time

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Keywords— Health Tourism, Behavior, Satisfaction

Introduction

Currently, the majority of people are turning to focus on health issue how to maintain their well- being. However, the Health Tourism is likely to get more attention from tourists in the form of medical tourism. Moreover, Thailand is known for its, such as, spa business in Thailand which is availability of personnel, establishment of quality to response all tourists 'needs in the future (The national tourism development plan).

Health Tourism or Medical Tourism is the trade in health services, as have developments with regard to the use of regional and bi-lateral trade agreements. As health care is predominantly a service industry, this has made health services more tradable, global commodities. A significant new element of this trade has involved the movement of patients across borders in the pursuit of medical treatment and health care, a phenomenon (OECD, 2011).

The common term of medical tourism is to travel to Keeping healthy by being awareness to promote and maintain health and to the environment in order to promote the mental radiance, to enhance health and to keep Heart condition Tourist behavior and body balance (Tourism Authority of Thailand).

Tourist Behavior

Tourists are the main source of income of the tourism sector must therefore be educated on the behavior of visitors to be able to meet the needs of visitors to come back for travel.

Its trends are as following:

- 1) To seek the service friendly. Tourists are likely to look for business travel can provide services more quickly as Life greater urgency (Hudson 2008).
- 2) Shorter time but more frequent trips. Now, people have more stress, causing relaxation. Therefore, it is likely to visit during the weekend, instead of waiting to long term only once a year as in the past (Raza 2004).
- 3) Greater health concerns. Visitors tend to be more health conscious. The likely choice of tourism services that can meet the health needs of their (Hudson 2008: Raza 2004).
- 4) More environmentally responsible. From natural disasters occur more frequently and with more intensity. Start making people aware of the need to help preserve the environment and avoid environmental impact, so more tourists will begin its quest for a socially responsible tourism and the environment. They are willing to pay a lot more expensive to use in the workplace that impact less on the environment and society (Hudson 2008).
- 5) Demand service with personalized style. Each traveler has different needs. They were looking for a business travel services that can be adjusted to suit the needs of their most (Hudson 2008).

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The Satisfaction of Tourists

Satisfaction refers to the severity of the needs of service users to output either. Satisfaction can be both positive and negative. Under the circumstances, working to improve the service. Causing satisfaction positively. The opposition censure or punishment inevitably pose different satisfaction negatively (Navykarn .Somyot).

Satisfaction level of expectations has been a lot of speculation that is derived from the purchase and use of goods or services of the Company. The satisfaction of customers is when the value is derived from the product or service is higher than expected costs and the cost of the purchase to consumers at a time. Once the customer has been satisfied customer will come back to buy a product or service before buying again. However, if a customer is not satisfied, then the customer will simply go out of business and the customer may purchase goods or services from other competitors in the market. As a result, businesses lose customers to another, resulting in sales revenue and market share decline. Therefore, marketing executives need to retain customers and how to use marketing to build relationships with customers. So that customers buy on further acquisitions in the future (Sirichotpundit, Pattana).

Where is Ranong Province?

Ranong is the first southern province on the western coast, located 568 kilometers from Bangkok. It is also known for the long rainy period, which lasts for 8 months each year. Ranong occupies an area of 3,298 square kilometers, with the Kraisthmus which is the narrowest part of the Malay Peninsula, and is bordered by Myanmar and the Indian Ocean to the west. Within its compact area, Ranong contains various natural attractions and is blessed with hot springs and unspoilt mangrove forests. Ranong is administratively divided into 5 Amphoe (districts): Mueang, Kapoe, Kra Buri, La-un and Suk Samran. Boundaries North: Amphoe Tha Sae, Chumphon and Union of Myanmar, South: Amphoe Khiri Rat Nikhom, Surat Thani and Amphoe Khura Buri, Phang-nga, East: Amphoe Mueang, Amphoe Sawi, Amphoe Phato Chumphon and West: Amphoe Ko Song, Union of Myanmar and Andamia Sea. Ranong can be reached from Bangkok by taking Highway No.4 via Phetchaburi, Prachuap Khiri Khan and Chumphon, a total distance of 568 kilometres. Transportation within Ranong. For tourist attractions in Ranong :Ranong's Governor Cemetery, Wat Hat Som Paen, Wat Suwan Khiri, Namtok Punmyban, Phukhao Ya (Grass Hill), Ngao National Park, Hat Chan Damri, Ko Phayam.

Medical Tourist Destination in Ranong

Hot Springs and Raksawarin Public Park

Located about 2 kilometres east of the provincial office, the hot springs have been a popular tourist sport ever since King Rama V the Great visited Ranong in 1890, and named the road to the hot springs "Chon Ra-u", meaning "Hot Water". There are three natural springs pools. The temperature of the water in the pools remains constant at about 65°C. The water is both potable and suitable for bathing. Bathing in the pools is recommended for both medical treatments and as a relaxing way to ease stress and tension. It is also one of the various sources of water used to make lustral water for the Celebrations on the Auspicious Occasion of His Majesty the King's 5 Cycle Birthday Anniversary. Surrounding the hot springs is a deep shaded park called "Raksawarin", where rest pavilions and washrooms have been provided for visitors' comfort. Nearby Wat Tapotharam also provides bathing rooms for visitors who want to enjoy the healthy mineral water from the thermal springs.

Phon Rang Hot Spring

Located in Baan Thungka, Tambon Haad Som Pan. Suitable for relaxing in the morning and evening. It is surrounded the mountain. The emerald pool, a beautiful green pool which is the remains of an old mine.

Result and Discussion

The majority of respondents in questionnaire from research were female. They were in the age range of 20-30 years old. The majority of respondents were students. They had a monthly income of below THB 10,000 20,000. And mostly in the bachelor's degree. The purposes of Thai tourists were relaxation. Most of them visited Raksawarin hot spring and Phonrang hot springs 3-4 times a week. They traveled to Raksawarin Hot Spring and Ban Phonrang Hot Springs with friends and family. They usually traveled on the weekend. They spent their vacation within one day. They traveled to Raksawarin Hot Spring and Phonrang Hot Springs by personal car. Tourism activity the mostly soaking in the hot spring mineral water. The tourists were fairly satisfied with the place was at high level. The highest satisfaction factor was the cleanliness of the place. The tourists were fairly satisfied with the facilities of health tourism was at low level. The highest satisfaction factor was the availability services of the place. The tourists were fairly satisfied with service personnel was at a medium level. The highest satisfaction factor was courteous and friendly attitude of personnel. The tourists were fairly satisfied with activities of health tourism was at high level. The highest satisfaction factor was soaking hot spring mineral water.

Recommendations from study: The place should increase equipment helped to maintain the cleanliness of the surrounding place. As well as parking incremental. The facilities should provide more room for changing clothes so comfortable and undeveloped basic facilities. The service personnel lack of personnel service providers. A knowledgeable skills about Health Tourism should be able to express by an international language skills for communication. The activities should support all related activities to promote Health Tourism continuously. Moreover, it has to find out more potential tourist attraction of Ranong to increase number of tourist attraction in new area around Ranong local communities to accommodate tourists who come to Thailand for the purpose of medical issue and recreation at same time. This can make a sustainable tourism by health tourism and make communities grow up on all dimensions to face all situation and can handle them at last.

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BESSH-16

Decision Making Factors for Selecting Spa Service, A Case Study Jaoreun Spa, Amphoe Muang, Ranong ProvinceKemika Koompech^{1*}, Chontinee Yookhong²*Suan Sunandha Rajabhat University, Bangkok, Thailand*

Abstract

This is a quantitative study that focuses on the factors of which health spa customers take into consideration before using the services that are provided. The sample population included in this study is health spa customers in Jaoreun Spa Health Center located in Muang, Ranong. The sample size is at 395 people. The main objective of this study includes; 1) To understand and study the personality of Thai people by allowing the subjects to respond to a questionnaire called Maudsley Personality Inventory. This is a standard test created by H.J. Eysenck with 48 questions in total. 2) Study the factors that lead to a customer's decision to use a spa service by letting the sample population answer a questionnaire. The statistic used in analyzing the data were; percentage, average and standard deviation. The statistics used in testing the hypothesis were; T-test (Independent Samples) and F-test (One-way ANOVA). Studied from the decision making of customer to buy Spa service in Ranong. It applied the quantitative research to group of people who visited and took Spa service from the case study in order to compare and analyze to the data of customer behavior. The result will be an advantage for Spa service developing to concrete factors of customers' decision to buy Spa service in the future.

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Keywords— Spa Business, Spa Service, Service Quality, Personality, Personality Test, Thai Customers, Customer Satisfaction

Introduction

One of the tourist attractions that are of importance of Thailand is the spa and massage business. Over the past year, the market had a rising rate and the trend is still on its way up consecutively in the years to come.

It has become a touristic product, which is now renowned and respected for the quality of service in terms of health care in countries abroad. (Tourism Authority of Thailand, 2013). The business as a whole, as stated by Mr. Krot Rojanasatien, the President of the Spa Association of Thailand predicts that the growth rate will rise up on a yearly basis by 5-6%. Moreover, the current policy of the Thai government has a strategy that will increase the importance of the spa business as it is moving the right direction. Elderlies around the world are increasing which motivates such demographic to have more emphasis on their health, both physically and mentally, to have a longer aging life. (Thansettakij Newspaper, 2556).

Information gathered from the Ministry of Commerce, founded that the spa business per year generates around 15-16 billion Thai Baht which is close to the results founded by Euro Monitor whom predicted the medicare market for tourist in Thailand would generated per year approximately 17 billion Thai Baht.

The development strategy for provinces along the Andaman (Ranong, Phang Nga, Phuket, Krabi, Trang) focuses mainly on tourism. While Ranong, has been named the "The city of health tourism" due to its attractions of hot springs and spas. Competitions and pressure from work may lead to needless stress mentally and physically. Having a rest by visiting a spa service is a method that is relied upon in the modern day. Ranong Hospital is another alternative for people who are interested in natural spas. They offer services such as foot massages, full body massage, herb massage, hot springs and traditional Thai massage.

Spa is a business that provides customers with a relaxing experience. Therefore it is of utmost importance that spa companies try to gather new customers while maintaining a loyalty relationship with existing customers. As there are many services available, it is obvious that there will be many factors of which customers take into consideration. This study will take a look at these factors based on the personalities of customers that were invited to the sample group.

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Objectives

1. To study the personalities of the Thai customers who uses spa services at Jaoreun Spa Health Center
2. To study the factors considered before choosing to use the service at Jaoreun Spa Health Center

Methods

This quantitative study was conducted at the Jaoreun Spa Health Center, Muang, Ranong in the year 2015 with a sample size of 395 people. The number of customers that visited the health center in 2015 is a total of 31,244 people. The tools used in this study are the personality test (Maudsley Personality Inventory), a standardized test created by H.J Eysenck, with a total of 48 questions to evaluate the personality in two dimensions. Based on the theory of H.J. Eysenck (Eysenck, 1985), personalities can have 4 different characteristics:

- 1) Stable – Extrovert
- 2) Stable – Introvert
- 3) Neurotic – Extrovert
- 4) Neurotic – Introvert

The statistics used for data analysis are percentage, average and standard deviation. The statistics to test the hypothesis were derived from T-Test (Independent Samples) and F-test (One-way ANOVA). The details are as follows:

1st Stage: Questions are related to the statuses of the survey takers regarding gender, age, education level, occupation and income per month

2nd Stage: Questions are about the main services used at the health center

3rd Stage: Questions regarding the factors taken into consideration before using such services

All questions will be close-ended and the evaluated rating scale that will be used is Likert. Volunteers will only be allowed to give one answer per question with a total of 25 questions. The answers will be a rating scale from 1 to 5.

Results

1. The results founded from the personality test

a. Most customers have a personality (Scale E) that tends to be of an extraversion type where they are more likely to be social and outgoing. Emotions (Scale N) of these people tend to be more anxious and frustrated (Neuroticism).

2. The results of the statuses of the sample group

2.1 Gender-wise, it was founded that the majority of the group consists of females which takes up 63.24% compared to men.

2.2 Age: Most of the people were aged between 41-50 years old (29.3%), 31-40 years old (26.3%), less than 20 years old (17.3%), 20-30 years old (14.8%) and people that aged 51 years and above resulted in 12.5% of the entire group.

2.3 Profession: The group were populated with mostly, people who has an occupation in the government or state enterprises (37.3%). After that were businessmen which takes up 29.8%, office employees (18.8%) and students (14.3%)

2.4 Income/Month: It was founded that 54.5% of the group had a salary of 20,001-30,000 Baht per month. 24.5% of the group received 30,001-40,000 Baht/month. 6.3% earned 10,000-20,000 and the group that consists of salary earners of less than 10,000 were at 3.3%

2.5 Educational level: 51.8% of the sample group has earned a bachelor degree. 38.8% of the group has less than a bachelor degree while 9.5% has higher.

3. The results for the services that most customer use are of the following

3.1 Beauty care usually chooses to the services of of Thai massage, which takes up about 93.8%. After that comes, oil massage at 74%, hot spring at 56.3%, herbal massage at 29.3%, foot massage at 17% and facial spa at 13.3%.

4. Thai customers believes that quality of the place of business has the most importance when it comes to deciding on which establishment they should choose for a service.

4.1 Service Quality & Skill Staff: Customers with different gender have different views on these two factors

4.2 Product Tool & Equipment: Customers with different age range have different views on these two factors

4.3 Ambient: Customers of different profession have different views on this factor

4.4 Organization & Management Quality: Customers with different ranging income have different views on these two factors.

Conclusion

This paper has reviewed the determinants involving service quality. Form the main objective of this study includes; 1) To understand and study the personality of Thai people by allowing the subjects to respond to a questionnaire called Maudsley Personality Inventory. This is a standard test created by H.J. Eysenck with 48 questions in total. It was founded that, the personalities of Thai consumers' behavior (scale E) tend to express their feelings and be more outgoing (Extraversion). While the emotions (Scale N) tend to be more caring and compassionate (Neurotiscism). 2) Study the factors that lead to a customer's decision to use a spa for customers that tend to use the spa service regarding health and beauty, the results of the test showed that the majority were females aged between 41-50 years old. Most had an occupation in the government or state enterprises. The average annual salary is around 20,001- 30,000 Baht and has acquired a bachelor degree. The service most used were foot massages, while oil massages came in second. The factor that is the most considered before using a spa service is the quality of the place of business. Other factors considered includes; Service quality and staff skill varies based on gender, People with different age are more focused on ambience, People with different occupations focus on the organization and management qualities, and customers that receives a salary have different decisions based on Product tool and equipment. Furthermore, Thai customers with different educational levels, all have a different view on all factors. The level of significance is 0.05.

The spa features generally associated with variable marketing strategy. Positive relationship The feature provides a more general strategy. More marketing and relationships between the features of the service to the effectiveness of the marketing strategy of the spa industry in Jao Ruen Spa Health Center Ranong Province. There is a positive correlation When the feature is becoming more common Making effective use of marketing strategies through better marketing strategy to improve the effectiveness of the marketing strategy. The relationship between marketing strategy with effective use of the spa industry. Marketing Strategy There is a positive correlation When a marketing strategy more. To make more effective use of marketing strategies and different personality with the decision to use a different service. Users who Introvert. Comments are aware of the problem. Financing alternatives The decision to use And its behavior after the service.

Ranong Hospital will receive all of the information from this study. The information will also be useful for spa companies in improving their business.

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BESSH-16

The Study on the Desirable Core Competency in Recruitment and Selection of Personnel of Leading Organizations in ThailandMarndarath Suksanga^{1*}, Chindalak Vadhanasindhu²*Suan Sunandha Rajabhat University, Bangkok, Thailand*

Abstract

The aim of this research is to study on the desirable core competency in recruitment and selection of personnel of leading organizations in Thailand. The researcher selected The Siam Cement Public Company Limited (SCG) as a case study in this time because SCG is the first leading organization gaining His Majesty the King's Thailand Corporate Excellence Awards for 20 consecutive years in terms of excellently human resources management and has been recognized by senior executives from various organizations, domestically and internally. The research results will guide the development and improvement of higher education institutions' teaching management to support the requirements of the labour market or for other leading enterprises further. The results from the compilation of in-depth interview and questionnaires distribution, the conclusion came out in harmony wherefrom the core competencies in the recruitment and selection of personnel of this leading organization in Thailand: The Siam Cement Public Company Limited (SCG). Could be arranged in 10 most important are 1) Professional Expert 2) Achievement Oriented 3) Innovation 4) Strategic Perspective 5) Dynamic and Adaptive Orientation 6) Eager to Learn 7) Team Leadership 8) Language Literacy 9) Ethical Characteristic 10) Thinking out of the Box. The researcher have a suggestions is very useful, especially for higher education institutions' guideline for the faculty to develop, improve and manage their teaching in accordance with the requirements of the labour market, or leading organizations in the future. Such guideline is consistently harmonized with the teaching approaches of the national higher educations' qualification standard framework which requires their curricular subjects consisted of at least 5 aspects of performance for their graduates, namely, ethics, knowledge, intellectual skills, human relations skill and responsibilities, numerical analytical skill, communication and information technology usage so that higher education institutions as well as Suan Sunandha Rajabhat Institute can produce graduates who can respond to the demand of leading organizations in Thailand. Their faculties have to emphasize or aim to produce graduates who are qualified in relevant to organization's desirable attributes including professional expertise, strive or determination for success, innovative and strategic perspective thinking, adaptability to any dynamic change, learning aspiration and ambition, leadership attribute, ability to use languages, having ethics, and out-norm think ability whereby faculties have to determine the concise teaching methods which promote learning such as training students to analyze problems, solve them and make decisions, organize activities which promote virtue and ethics etc

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Keywords— Core Competency, Recruitment, Selection

Introduction

One challengeable mission of organizations nowadays is how to improve and develop them continuously so that the organizations can efficiently continue (Nattapoll Chaiching, 2016). The important key is how to use their existing human resources efficiently and effectively. However, to do so, it always requires the recruitment and selection of personnel of appropriate quality and capability or capacity as a critically pushing power. If the recruitment and selection results in obtaining inefficient personnel, it inevitably affects to the operations of organizations. From the research on the study of human resources affair trend in 2010 - 2011, carried out by the Faculty of Human Resource Development, NIDA)National Institute of Development and Administration(, which surveyed about trends in human resources from human resources practitioners, both the business sector organizations and industrial sectors. It was noted that the trend in Thailand, most organizations gave priority to the implementation of recruitment and selection the personnel more than other issues. Where by organizations were more likely to develop their images or brands to attract more talented applicants into their recruitment process. In the personnel selection would be more concentrated in the qualification of candidates. The trend for recruitment and selection in foreign countries such as England, organizations had brought competency to be more used in recruitment process such as Competency-based Interview)Jirapha Akrovorn and Laddawan Bunlom, 2010(.

For higher education institutions, one important mission is to produce quality graduates to serve the society in many fields in accordance with the requirements of the labour market. Hence, the researcher therefore, realized the importance of the study on the desirable core competency in recruitment and selection of personnel of leading

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organizations in Thailand. The researcher selected The Siam Cement Public Company Limited (SCG) as a case study in this time because SCG is the first leading organization gaining His Majesty the King's Thailand Corporate Excellence Awards for 20 consecutive years in terms of excellently human resources management and has been recognized by senior executives from various organizations, domestically and internally. The research results will guide the development and improvement of higher education institutions' teaching management to support the requirements of the labour market or for other leading enterprises further.

Objectives of Study

A. To study on the desirable core competency in recruitment and selection of personnel of leading organizations in Thailand

Methodology and Data Analysis

Data Collection

In this research, the researcher had collected data from the following data sources.

- 1) Secondary Data; documentary research
- 2) Primary Data

a. In-depth interviews of semi- structural style were conducted with senior executives of the organization who are the policymakers and who relay the organization's policy and implement it. They were 7 directors of the administration board to probe on the desirably principal capabilities of the recruited and selected personnel who lead the organization to achieve its targets according to the vision, strategies, goals and values, or the Organizational Core Competency determined by the organization that enables its success and attainment of the determined targets and objectives. The semi- structural in-depth interview with 2 human resources management executives, namely, the Director of General Personnel Office and the Manager of Talent Recruitment Center, General Personnel Office of SCG was made in order to know the recruitment and selection guideline based on individual's principal competence.

b. Survey of command-level personnel's opinion about the core competency essential to operational efficiency and success of the organization from the distribution of questionnaires.

Literature Review

Competency

A competency is the capability to apply or use a set of related knowledge, skills, and abilities required to successfully perform "critical work functions" or tasks in a defined work setting. Competencies often serve as the basis for skill standards that specify the level of knowledge, skills, and abilities required for success in the workplace as well as potential measurement criteria for assessing competency attainment.

Competencies define the applied skills and knowledge that enable people to successfully perform their work while learning objectives are specific to a course of instruction. Competencies are relevant to an individual's job responsibilities, roles and capabilities. They are a way to verify that a learner has in fact learned what was intended in the learning objectives. Learning objectives describe what the learner should be able to achieve at the end of a learning period. Learning objectives should be specific, measurable statements and written in behavioral terms. In short, objectives say what we want the learners to know and competencies say how we can be certain they know it.

Results and Conclusion

The desirable core competencies in the recruitment and selection of personnel in a leading organization of Thailand: The Siam Cement Public Company Limited (SCG). The researchers had taken steps and methods based on the concept of Spencer & Spencer)1993(to define the core competencies of the personnel by starting from the study of vision, mission or function and value of the organization, from the relevant documents and semi-structural in-depth interview conducted with the high level executives who were policymakers, conveyor and implement the compliance with the organization's policy, namely, 7 high level chief executive officers of the company, and the opinion survey collected from command or supervision level (Bor. 4) personnel. From the compilation of in-depth interview and questionnaires distribution, the conclusion came out in harmony wherefrom the core competencies in the recruitment and selection of personnel of this leading organization in Thailand: The Siam Cement Public Company Limited (SCG). Could be arranged in 10 most important serial orders as follows:

- 1) Professional Expert: referred to the ability to work effectively in a profession by application of professional knowledge in working, including self-development toward their higher level professional expertise.
- 2) Achievement Oriented: referred to the commitment to carry out the challenging goals of the organization with full capability to ensure maximum efficiency under the conditions of time, budget and the confronting situation, as well as assessment of the success according to performance goal and the quality and standards of one's own teamwork.
- 3) Innovation: referred to the ability to integrate all existing data to conceptualize new ideas and how to do one's own procedure having a variety of perspectives possibly different from the others.
- 4) Strategic Perspective: referred to the ability to identify and describe the relationship between information/issue/problem /concept/theoretical principle or events logically integrated, including the ability to forecast the outcome resulted from the analysis of the relationship of the various issues with laying of the solution guidelines.
- 5) Dynamic and Adaptive Orientation: referred to the ability to deal with the changes occurring in the organization that affect oneself and the others, can understand and accept the occurring changes and ready to cooperate and support the changes beneficial to the organization.
- 6) Eager to Learn: referred to seek for new knowledge, always to develop oneself and the working team, can apply the obtained knowledge to originate new methods of work or innovation as well as can relay the knowledge to the others, always search for new knowledge to develop oneself or working team to apply it or invent or develop to change toward an innovation.
- 7) Team Leadership: referred to the ability to cooperate with the others in working and dedicate oneself to teamwork to achieve success and performance target to stimulate the spirit of diligence to oneself and working team, behave oneself as though an essential component of the working team, create good relation and ethics in the team, solve arisen problems and positively communicate to create the collaborative society in the organization.
- 8) Language Literacy: referred to the ability to listen, speak, read and write English or other foreign language to communicate clearly, correctly and appropriately.
- 9) Ethical Characteristic: referred to the ability to abide by the ethical compliance and demonstrate integrity in performance, including strictly driving or pushing the team members to do the same, and comply with the code of ethics and honesty in working
- 10) Thinking out of the Box: referred to ability to think out of the normally thinking framework norm, profoundly and quickly, can apply it to practical implementation, as well as can abruptly solve unanticipated contingent problems that can practically troubleshoot or develop the existing things creatively toward real implementation of new things.

Suggestions

This research result is very useful, especially for higher education institutions' guideline for the faculty to develop, improve and manage their teaching in accordance with the requirements of the labour market, or leading organizations in the future. Such guideline is consistently harmonized with the teaching approaches of the national higher educations' qualification standard framework which requires their curricular subjects consisted of at least 5 aspects of performance for their graduates, namely, ethics, knowledge, intellectual skills, human relations skill and responsibilities, numerical analytical skill, communication and information technology usage so that higher education institutions as well as Suan Sunandha Rajabhat Institute can produce graduates who can respond to the demand of leading organizations in Thailand. Their faculties have to emphasize or aim to produce graduates who are qualified in relevant to organization's desirable attributes including professional expertise, strive or determination for success, innovative and strategic perspective thinking, adaptability to any dynamic change, learning aspiration and ambition, leadership attribute, ability to use languages, having ethics, and out-norm think ability whereby faculties have to determine the concise teaching methods which promote learning such as training students to analyze problems, solve them and make decisions, organize activities which promote virtue and ethics etc.

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BESSH-16

The Freeman in Everyday Life

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Abstract

This paper aims to explore the state of the Subject (S / subject) in their everyday life. The author suggests that because Awareness about The "Subject" is the primary indicator shows that we have a presence in the vast world of which it is the narrative core (meta-narrative) knowledge and natural science. and the primary narrative that this influences the fields to documents compiled by the author of the critical theory (Marxism and Critical Theory) as follows.

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Keywords— False Conscious, Freeman, S / Subject

Introduction

Freeman who is the great driving force of society and the economy in the state of capitalist. Who's ready to do it all.

To protect freedom and equality to their own side of "freeman" mentioned as a popular and they believe they have a reason. They held that the Rational is the basis for seeking a solution for every problem in the glorious social life .By the most influential thinkers in order to confirm that (Musthaya Patchanee, 2016). That human existence is rationally and we know if we thought was René Descartes laid to think like this, with circles of modern philosophy and modern science.

From the Meditations on First Philosophy of Descartes (Descartes), we find that the process of thought and doubt can't be doubted or questioned so "me" as an idea , then it must exist and must be beyond doubt. or to ask questions about the existence of "me" is the origin of the fact that "Cogito ergo sum or I think therefore I am , or I think therefore I exist" (I think , therefore I exist) as needed. Descartes's mechanistic.

Subject of the Natural Science

From the text that "I think, therefore I exist" of Descartes is considered a clear message and is primarily based as possible, we do not need to define or understand the structure of such a conclusion (Descartes). Anymore with the reason therefore, is the basic source of knowledge and science to believe in the existence of well-being .the "Subject" believes that we have freedom of thought, speech, reading and writing. We believe that these activities can be used as a tool to communicate with each other without suspicion. Beware the ideas about the existence of the "Subject " is the basis of education and the pursuit of truth in the idea empiricism believes that we can distinguish between the studies (Subject) with things. To study (Object) from each other. Character education , this belief in the separation between facts and values (Fact - Value) that can be done and how to think like this today, it remains influential in the study of natural science , including how knowledge much more . who wants to be a natural science.

Subject of Marxism

From what is orthodox Marxism? (G.Lukacs, 1971) of Lukacs we can find no indication of the existence of .the " Subject " by thinking Marxism of Paradigm 's Historical Materialism (Historical Materialism) by Marx said , "The importance of dialectics is the interaction of the Subject and the object" (G.Lukacs, 1971) pass it to theexistence of men in society. (Social existence) (G.Lukacs, 1971) is the historical dimension of human

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existence in a society that is the essence of thinking Dialectic. Materialism (materialist dialectics) the existence of men in society, a historical dimension in Marx is confirmed by the work of Jameson, entitled *The Political Unconscious*, said that "the history of society at all until now. History of the struggle between the classes From the king and nobles, commoners, serfs, slaves, freedmen, professional associations and professionals dictatorship and oppression ...and this is the basic idea suggests that historical and political consciousness are working" (F. Jameson)

As discussed in the Dialectic of Marx's paradigm has a different way of thinking about Dialectic of Hegel because Hegel also featured . Consciousness, which is a feature of phenomenology (Karl Marx and Frederick Engels). It reflects a view that Hegel 's the " Subject " is in the form of Descartes believed that the " Subject " can be thought / perceived as self- consciousness . That is how the " Subject " can act with such intention or thought , independent of all external things such as Hegel's belief that, if it is. Althusser important thinker and one of the Marxism would be completely ignored , because in his study titled *Ideology and ideological state apparatus* that in state capitalist state apparatus that's very powerful is the engine ideological mechanisms ideological . That this concept works through Interpellation (L.Althusser). Ideology is that we are mandated (subject) of ideology (Ideology) ideology called us to do what you want, or false ideology that we comply with the requirements of that particular ideology. As we are "under the thumb" (subject) and catchy that we think we are, the "Subject "(Subject) example of this is obvious . Liberal democratic ideology illusion that we understand that we are." Freeman "can think, speak, read and write freely but in fact, we were liberal democratic ideals we deceive consumers of information on the state to impose unilaterally without any open space from other ideologies. a wide variety of political , social , or establishment has revealed a set of knowledge in our opinion , such as banning the teaching of political ideals of Karl Marx in the October 14, 2516 onwards.

If we go back to understanding the existence of the "Subject "according to Descartes and Hegel that the" subject " has free will in order to do any time if we have a consciousness . That "We think that we are thinking," but the findings. Althusser would make them change their views about the existence of .the "Subject" on the understanding that the "Subject" is actually no freedom to think, speak, read and write at connected with each other and perspectives on " the Subject / mandate " . (S / subject), a derivative of the doubt to the author that in everyday life we live, we were drawn from the so-called ideological activities do we commit to the demands of ideology. We did not know / no question or suspicion.

What is Materialism?

Karl Marx was a materialist thinker. But what does this amount to? What is materialism as a way of thinking about historical and social reality? Is materialism an empirical theory, a philosophical theory, or perhaps part of a social-science paradigm?

Here is a statement of Marx's materialism from the *German Ideology*, written in 1845-46: The premises from which we begin are not arbitrary ones, not dogmas, but real premises from which abstraction can only be made in the imagination. They are the real individuals, their activity and the material conditions under which they live, both those which they find already existing and those produced by their activity. These premises can thus be verified in a purely empirical way.

The first premise of all human history is, of course, the existence of living human individuals. Thus the first fact to be established is the physical organization of these individuals and their consequent relation to the rest of nature. Of course, we cannot here go either into the actual physical nature of man, or into the natural conditions in which man finds himself – geological, hydrographical, climatic and so on. The writing of history must always set out from these natural bases and their modification in the course of history through the action of men.

Men can be distinguished from animals by consciousness, by religion or anything else you like. They themselves begin to distinguish themselves from animals as soon as they begin to produce their means of subsistence, a step which is conditioned by their physical organization. By producing their means of subsistence men are indirectly producing their actual material life.

The way in which men produce their means of subsistence depends first of all on the nature of the actual means of subsistence they find in existence and have to reproduce. This mode of production must not be considered simply as being the production of the physical existence of the individuals. Rather it is a definite form of activity of these individuals, a definite form of expressing their life, a definite mode of life on their part. As individuals express their life, so they are. What they are, therefore, coincides with their production, both with what they produce and with how they produce. The nature of individuals thus depends on the material conditions determining their production.

This production only makes its appearance with the increase of population. In its turn this presupposes the intercourse [Verkehr] of individuals with one another. The form of this intercourse is again determined by production.

To start, Marx's words here are directed against "philosophy" and the Young Hegelians in particular. So Marx is advocating for a different form of reasoning -- not speculative philosophical reflection, but concrete analysis grounded in knowledge of the circumstances of human life. Marx is saying that we can understand certain important things -- for example, the development of ideas or religion -- by examining the "material" circumstances of life in which they emerge. And what are those circumstances? They are circumstances of material need and human labor: the fact that human beings satisfy their material needs on the basis of the transformation of nature through labor. So what is "material" in this setting is two characteristics: the material needs that human beings have (food, shelter, warmth) and the material-physical properties of the world in which human beings find themselves. Human beings as "producers" -- intelligent transformers of nature through individual and social labor -- this is the fundamental material fact in this passage.

History comes into this account through Marx's reference to the "nature of the actual means of subsistence they find in existence", because this is the social history of technology. Human beings create new tools and techniques over time. So materialism, when applied to human beings, has an inherently historical character; men and women transform the tools and knowledge they use in order to transform nature and satisfy needs. And, as the following paragraphs make clear, the social relations through which production takes place are themselves historical products, in a regular process of change and development. Social relationships are "material" insofar as they are the forms of cooperation through which labor and production take place; central among these material social relationships are the property relations of a given level of society.

Myth in Gold Market

Daily lives, we have many activities that reflect and encourage us to recognize the existence of ourselves, or in other words, we are the "Subject" can choose to do any freely. But on the other hand, the ideology of liberal democracy has made us feel that we are "free people"? Asking this question related to the study. Smith called On Sociological Description: A Method from Marx (D.Smith), who studied the actual and the series of events by his study of news available in the daily newspaper, which is reflected in the newspapers we read. It is controlled by a set of meaningful terminology of the type of news, such as it is a set of political terminology different from the terminology of economic news. Marx had a case of the hypothesis of the relationship between language and the language of economics, politics, everyday life. The concept was developed to the concept of Language Game. Wittgenstein's characteristics such control to control through the (Describer) will be set up and control our perception of an organized social one. It is important that this control system is embedded in the social structure. Set terminology of news is limited and will force us to recognize under way capitalist economies only (D.Smith).

Another example that we all have experienced together as a product of an education system which reflects the work of Althusser (L.Althusser) describes the mechanisms of ideological state through school in France. By demonstrating that the school or institution is not safe for a family member, or even of our own. Activities in school are not endowed with the knowledge available to us alone, but also expanded the concept and reproduce the capitalist ideology to us as well. Culture emphasizes competition and academic excellence in high school to increase their chances of being selected to work than others. This way of thinking reflects that schools and educational institutions in the capitalist system have served as a mechanism for the ideology of state capitalism and why it is so because the youth is the most vulnerable and easiest to refine capitalist ideology in recent events, the global economy took dramatic fluctuations by observing the index of global securities market decrease dramatically and that also affected the volatility of the gold price in the global gold market as well, and Thailand was also affected, as well as the country as part of the global capitalist market. Tremendous volatility in gold prices is reflected in the September 26, 2011 from the opening hours of the gold trade until the market closes. Gold price - up to 17 times a day from the interview with the right MR.JITITEP loyalty. Association of the gold trade of Thailand, said: "The price of gold in global market fluctuations and rapidly intensified in the last one month, which makes enterprises suffered heavy losses while the other side was accused of exploiting consumers and ready. As the price of gold has continued to fluctuate as a result of foreign speculative funds".

Of such phenomena and interviews reflect that. Things to buy - sell gold to hedge funds, whether major or minor. The realization participation and understanding is always that they are investors (Subject) can find and process for making decisions freely in buying activity - sell gold to their maximum profit is actually group them (much speculative investments, gold) being demanded by capitalist economic ideology as simply. The "

under the thumb " (subject) separately and complexity Another mechanism ideological is to deceive people who are buying - selling gold through the term " investor" which is the term used in the capitalist economy . It features different The Ghost and the greedy speculators betting that the "investors " are typical of rationality . Holistic vision of the future long-term investment and most importantly , investors are the most important person in the lead -driven economy , progress and prosperity to the country. But in fact, the "investors" as such , it was just a cog little of the gold trade world waiting to take risks that arise from fluctuations in the gold price each day is the same and the rack. of surplus value The " under the thumb " of the world gold trade gold , such as large hedge fund is the SPDR Gold Trust , etc.

Of rare occurrence , the author saw amenable findings . Althusser strongly that We were under a mandate (subject) of the ideology of capitalism. We also include delusions that we can manage our daily life activities freely .

Conclusion

Status of the "Subject " that existed in everyday life . The author has attempted to demonstrate the exist of the "Subject " from the examples quoted by the said conclusion . Daily life of people in the world, capitalism is not a freedom that most people in society seem. No freedom to affect the status of the " Subject " had convinced each other that can think, speak, read and write without overwhelming any of Laclau and Mouffe's name Hegemony and Socialist Strategy mentions that. We cannot demonstrate typical of the class. the " Subject " completely . In other words, we cannot explain the existence of . the " Subject " due to the dispersion of the position the meaning of the subject cannot conclude for sure and this is a game of possession of the mind

So it is the nature of capitalist ideology promoted and deception. Forcing people to believe in my mind that he was master of himself as the "Subject "in deciding to discriminate in what they believe. But while we may have as a "Objects" of faith unknowingly (if in the opinion of . Althusser is that the ideology of state capitalism makes us a "subject") is a person who may have considered themselves body and soul diligently trained and responsible for themselves. This way of thinking, this makes us think that we are the master of their own proprietary set of ideas. Own body and own diligence. Which will be good for my career , but in fact we are . "Objects " (object) is currently acting as the body / mind to be molded to suit the modified body of workers in the capitalist system.

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BESSH-16

Changing the Paradigm of Development under the National Economic and Social Development Plan of Thailand

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Abstract

This research aims to study the problems of development in Thailand, the basic concepts in the development paradigm and to study the paradigm shift in development under the changing of the national economic and social development plan. The researcher used qualitative research methods and collect data from primary documents and secondary documents. It also has in-depth interviews and focus group. The research can be concluded that the development of Thailand as a technical matter, which must be conducted by an expert in the field. It was developed by a growing of economic under development discourse. In addition, the government also has to consider the development by increasing economic growth. The development paradigm of Thailand is a way of thinking and attenuation problems, particularly poverty, a lack of income. The solutions developed by the venture when the political change towards a more democratic and globalization. As a result, the government increased participation to the public and civil society.

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Keywords— Development, Development Administration, National Economic and Social Development Plan

Introduction

The development is a concept that is important, it encourages people to think about government and society. The concept is related to several factors, it can be said that development is significantly related to the modernization and growth to develop a model of social change. The modernization is the only one of its, for industrial development is another dimension of development has always be important in developing countries. In general, the development is changed from what it was in the past to what they want to be depend on the goals of the country (Denis Goulet, 1973). The development has two dimensions, firstly, the development as a process, the second as a condition. In addition the development has divided into three states, the first development as growth, secondly development as human development, and thirdly development as income equality. The development of various countries began seriously after World War II (Nattapoll Chaiching, 2016). Throughout the period past it was thought to debate the meaning and clarity in the practices. Most of which are variations on the practices of development all three states mentioned above. (Svante Ersson and Jan-Erik Lane, 1996).

However, people are generally understand to mean of the development under developed and developing countries compared to developed countries. This development not only make economic growth but also change the paradigm of development and cooperation of various sectors. Many development projects happens a large number around the world, governments of many countries and international development organizations set policies that have a direct impact on the development. The development thus improving the living conditions and quality of life in society and shared with members of the society. It is an ongoing process and occurs in all countries. The phenomenon is transforming society and contribute to the growth and the concept is dynamic. Changing perceptions on the development causes integrated concept of social development and economic development. (Rathod, 2010: 26-27).

For Thailand, planning for developing countries have improved steadily under the circumstances and conditions change in different contexts, both globally and locally. After the World War II The government has stamp act the National Economic Council in 1950, the essence of this law requires the establishment of the National Economic Council. Later in 1951, the cabinet has agreed to set up a committee to carry out the planning of the national economy and asking for cooperation from World Bank to send a delegation of experts to explore economic with the authorities of Thailand and has released a report about the public development program for Thailand. After that the expert from World Bank has proposed the government established the institute for economic development plan to serve the country permanently. The government has established National Economic and Social Development Board to serve national economic development plan. (Office of National Economic and Social Development, 2013:7). Therefore

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National Economic and Social Development Plan as a framework and direction for Thailand. National Economic and Social Development Plan has changed the concept of development throughout the entire concept, the main goal, forms, methods and procedures plan.

In this research, the researcher tried to analysis the the paradigm of development under the economic and social development plan during the past years. Primarily on analysis the efforts of the government to change the paradigm of development in the context of social, political, economic, internal and external changes.

Methodology

The researcher used qualitative research methods. Collect data from primary documents and secondary documents. It also has in-depth interviews with NESDB executives. This research using the analysis of development and development administration approach.

Result

Considering the overall national economic and social development plan in the past. Under the paradigm of development, which means radical ideas, values and ideas for the development, it was found that the development of the government as reflected in the development plan is that the economic growth and technical matters. That must be completed by experts such as economists, scientists and executives. This Technocrat take concepts and techniques to use in planning to achieve success. Considered that the development is economic growth, which measured the objects and the economic as a priority. It is found that governments have a role model from the developed countries. In other words, the development of Thailand was dominated by the discourse of development of developed countries especially Europe and the United States. This is a model of development that focuses on the social of prosperity, high-income, advances technological and as a model in other countries must be developed to keep pace. The discourse of development through trade, capital market system, and modern technology lead the ideological of development emphasis on economic growth and modernization of the West was built to develop.

It also found that the government's approach try to find what is missing or lacking and at the same time to think and believe that there is a single factor that is key to the country to develop into a modern state like the developed countries is to create and increase economic growth with the increase in industrial production and services and changing agriculture into industry. The government believes that economic growth will help the country have more funds for the development of modernity in various fields. Thailand's development paradigm have a means of thinking and management separate and diminish problems especially problem of poverty is lack of funds, lack of income, and lack of knowledge. So that government solved the problem by funding, new production values and new knowledge make the development of these destroys the belief systems, values, and knowledge of the community. When the political change to a more democratic and enter into globalization as a result, the government increased participation to the public sector, decentralization to local governments, civil society, good governance principles, and the economic community used into the development paradigm of country.

The development of Thailand by the government and bureaucratic leadership in developing is a major obstacle to the public interest. It also is a major obstacle to the development of democracy. It can not be open to the public in various parts of the country that have different spatial problems and resource requirements to engage with the government and also result in long-term, people may have political apathy and lack of participation in public policy. It can be seen that the development paradigm of Thailand will focus on economic development as a priority, despite the changes in the modern world. However, the changes in the modern world, both qualitative and quantitative. The economic-political power structure that includes a few centers have switched to the distribution centers of power. The world's steepest ever had relaxed into a flat and the concept of nation-state has deterritorial. The collaboration of countries in different regions of the world make the world is a a multi-centric. The advancement in technology has made the world more open connected together by a network. Among the changes is the increased competition as resources dwindle. This is why the world is so focused on the future cooperation and exchange network. Under such a change suggests that not only domestic factors, the government must be prepared to support but also the change of the external is indeed a major challenge that affect the administration developed in the future.

Discussion & Conclusion

The problem of changing economic, political and social situation expand wider and more complex, moreover problem is the people's needs are diverse. It is imperative that the government must change the paradigm of development to contribute to solutions and operations that generate benefits for the public sector. When applied concept of development and development administration analysis the development of the Thailand during the past it found that the development and progress of Thailand is a technical matter and should be done by professionals, assuming that development is the growth of the economy. Moreover, the government has continued to develop in a way that tries to find the missing and increase economic growth by increasing industrial production and services. In

addition, Thailand's development paradigm have the means of thinking and management separate and reduce problems. Thus solves the problem by funding ,new production, new values and new knowledge. When political change towards greater democracy together with into the globalization making government more participation to public sector.

Under such conclusions the research suggests that the change in the development paradigm not only does the government need to adapt themselves but also the other social actors must give priority to participate in the development of the community and the public sector. Not only to patients who are naive to ignore but must be thinking. Dare to express their dissent to take part in operations in different ways, While the private sector should not be hindered by the pursuit of profit is not interested in the impact caused by own actions, private sector should pay more attention to society. The civil society should build awareness of the creation or realization social values. When all sectors awareness the importance of the public will be led to the goal that is beneficial to the development of the country.

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BESSH-16**The Study of Organizational Culture: A Case Study of One Unit in Thai Government Agencies**

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Abstract

This research aims to study the characteristics of the organizational culture and values as well as the assumptions of individual in one unit in Thai government agencies. This article is a qualitative study using the documentary research, observation, and in-depth interview as the research methodology. The participants of this study are 18 people including the civil servants, full-time officers, and contract employees at that unit. The results showed that characteristics of the organizational culture of the one unit of Thai government agencies, continue to adhere to the bureaucracy, which is the system that relies on a set of rules and procedures, separation of functions and a long chain of command. While the values and assumptions can be classified into three levels: 1) individual level: staffs under the bureaucracy are indecisive person to solve the problem and the emotional maturity of staffs are unstable 2) group level: the parties of staffs split by university they graduated, explicit separation of functions, and being a nine-to-five employee 3) organizational level: there exists the patron-client system in this agency, clear hierarchy of authority, and a long chain of hierarchy.

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Keywords— Organizational Culture, Values and Assumptions, Government Agencies

Introduction

Every organization has his own goal. It is well known accepted that Organizational Culture is one of the important factors to propel the successful goal. However, Organizational Culture always relate to Organizational Behavior which is affected by individual behavior of members that causes organization goal fulfillment.

For Thailand, Government Agencies are important and be focused greatly because these organizations is the vital mechanism and tool of government as well as push ahead nation mission (Hatchakorn Vongsayan, 2016). Moreover, these agencies spend national tax and resources to reach the country's goal. Therefore, development and progress depend on organizational culture of the government agencies. All reasons mentioned above cause this study important and useful for propelling country to the goal.

Literature Review

This study applied at least 3 idea and theory which are 1) Meaning of organizational culture 2) Types of organizational culture and 3) Lewin's change Model as following:

Idea of organizational culture in organizational subject is affected from social science and humanity science (Ouchi, 1985). In the past, psychologist use the word Climate for a long time which means culture in outer shell level which is not causing deep comprehension (Schein, 1990). However, in decade of 1980, there were many studies about organizational culture, but still conclude the meaning of it (LorSuwannarat, 2012).

However, meaning of organizational culture which is widely accepted is Values or Assumption which is held together (Smircich, 1983; Hatch, 1997). Value is concept, goal, and social standard indicating things that member interested in. Moreover, value also is the basic of decision making whether what is right or wrong. Meanwhile, assumption is something member reveal unconscious which reflecting their believe (Schein, 1992).

Moreover, Luthans (1998) had categorized 2 organization types which are 1) Dominant culture that is a part of culture that represent the main value that most members held, and 2) Subcultures that is value that minority of members held together.

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Kurt Lewin suggested 3 steps of organizational culture change which are 1) Unfreezing that rise realization and indicate the problems happened in organizational 2) Changing that follow the direction that organization need and 3) Refreezing that trying to keep wanted things of organization to remain forever (Burnes, 2004)

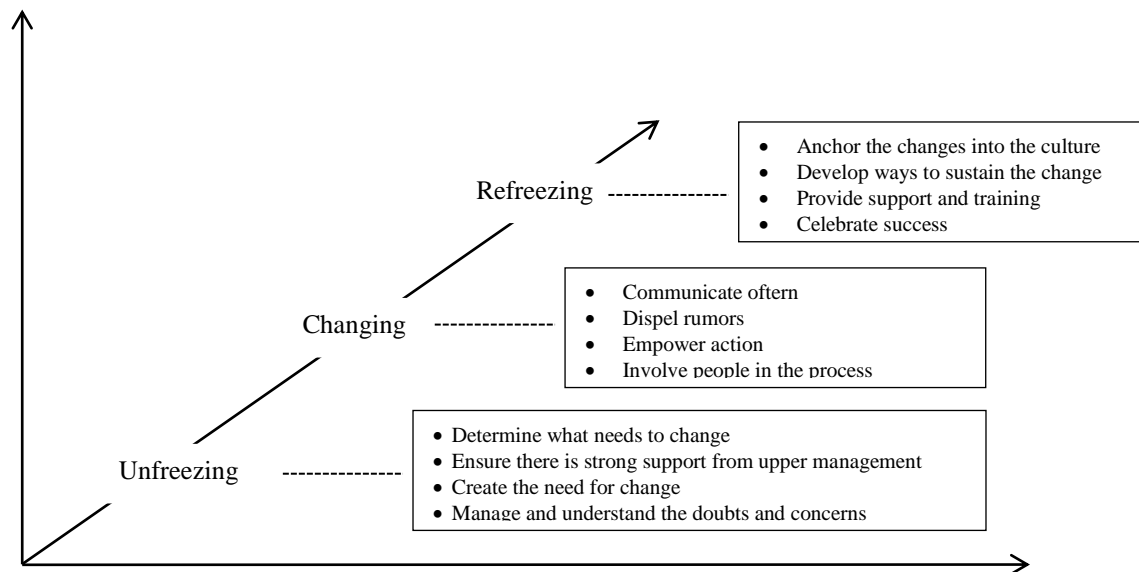


Figure 1: Lewin's Change Model

Methodology

This article is a qualitative study using the documentary research, observation, and in-depth interview as the research methodology. The participants of this study are 18 people including the civil servants, full-time officers, and contract employees at that unit. This study has research framework as follows:

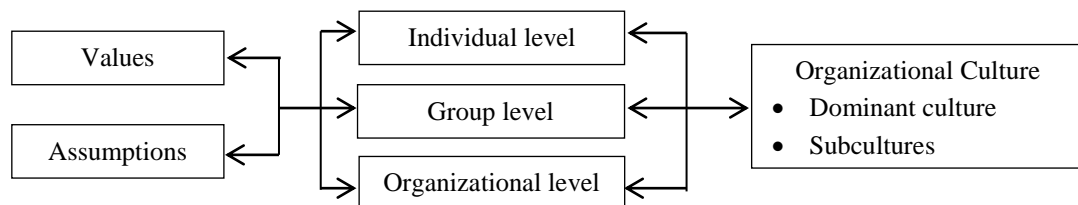


Figure 2: Research Framework

Results

The results showed that characteristics of the organizational culture of the one unit of Thai government agencies, continue to adhere to the bureaucracy, which is the system that relies on a set of rules and procedures, separation of functions and a long chain of command. While the values and assumptions can be classified into three levels: 1) Individual level: staffs under the bureaucracy are indecisive person to solve the problem and the emotional maturity of staffs are unstable 2) Group level: the parties of staffs split by university they graduated, explicit separation of functions, and being a nine-to-five employee 3) Organizational level: there exists the patron-client system in this agency, clear hierarchy of authority, and a long chain of hierarchy.

Discussion and Conclusion

The target government agencies in this study applied bureaucracy pattern even they are in leader rank of organization in the country including knowledgeable civil servants, full-time officers, and contract employees with high level of education and ability. At the end, after they encounter the working system, they are preached into bureaucracy culture.

Main organization culture are 1) Separation of functions that civil servants and contract employees separate their duties clearly without involving or building relationships with other groups, work separately and only meet each other

in special party or festival. 2) The system that relies on a set of rules and procedures that both of civil servants and contract employees held strictly which sometimes cause delay of work process. Moreover, it is noticed that if the order of organization didn't specify clearly, civil servants and contract employees will not be brave to apply that order. 3) A long chain of command which cause delay. Organization in lower level cannot serve people's need promptly and covered. Because organization thought that long chain of command can be checked and can reduce the corruption of civil servants. However, there is a very few amount of civil servants and contract employees in minority group that be under pressure and finally end up with resign.

Values and assumptions in organization can be categorized into 3 level which are 1) Individual level; Since the organization need to meet a large amount of people and face different problems. Even the problem is in their charge and duties, civil servants and contract employees didn't make the decision and need the order from the head in higher level causing delay. Also, emotion of officers varies instable each day depending on amount of people they service. 2) Group level; civil servants and contract employees always separate their group according to the university they graduated from which is counted as a general assumption. The officers who graduated abroad will be in the same group and not allow officers graduated in country to join noticed from not going out for lunch together. It is very clear to see the separation. This group of officers used luxury items and accessories that is unnecessary and beyond their salary. This can be observed by the number of imported Europe car while being a nine-to-five employee. This means they register for work at 8 o'clock but they start working after drinking coffee and some dessert at 8.30-9.00 a.m. Moreover, in their lunch break at 12 to 1 p.m., they always go out to have luxury lunch at Siam Paragon or Central World or etc where is very far from their office that they are late for work in the afternoon. Also, they go back home before office's close time. It is common not to come for work or go back home early but need to responsible for their work success. And 3) organization level; value and assumption give importance to rank and position. The relationship will vary directly to the rank and position. Another common culture that is held for a long time is patron-client system that offers position for famous or ancient family. As a result, ordinary people who are knowledgeable with high abilities cannot come to work in the organization.

Values and assumptions of government organization have been inherited for a long time and become strong culture. Even there was a big reform in session of police lieutenant colonel Taksin Chinnawatra that applied New Public Management and determine factors to evaluate quality of work, the organization still failed to reach the goal. According to Lewin's Change Model, it can be concluded that the reform fail since unfreezing step main culture of organization. This cause difficulty for process of Changing step because bureaucracy pattern had been rooted for a very long time after bureaucracy inform 100 years ago in the era of the great 5th King of Thailand.

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BESSH-16**Illiberal Democracy and Politics in Southeast Asia**

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Abstract

In general, politics in Southeast Asia have characteristic of illiberal democracy which is contradictory. Most of countries in this region apply political structure of democracy formally, but have cultural mechanism within politic institution that is controvert to democracy and human right principle which is frequently occurred in this region. There are many examples, such as, Coup D'etat, patron-client system, media control, and obstruct the freedom of expressing opinion towards political issues. Bureaucracy and people society which are the main and important factors became the tool of people in leader hierarchy for forming righteous and ownership of strong political power. Considering historical context, it can be found that politics in Southeast Asia have their own unique characteristics. These are the result of cultural heritage, colony system, and effort to keep original status of people in leader hierarchy during the period of transiting to establish new state.

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Keywords— Illiberal Democracy, Politics, Southeast Asia

Introduction

Illiberal democracy, under control of people in leader hierarchy, can illustrate political contradictory clearly. Almost every country in this region apply democracy as a formal politics structure, but have controvert cultural mechanism against democracy and human right significantly. Leader group plays their role by using linkage network through main symbol to propel state's democracy as a tool for establishing their right (Airawee Wiraphanphong, 2016).

Illiberal Democracy and Politics in Southeast Asia can be reflected through significant issue presented in this study as follows; Influence of leader group towards politics direction determining, roles of leader group related to democracy, and working mechanism of bureaucracy and people and social section.

Literature Review

The analysis had a scope in Southeast Asia which is used in 'Illiberal Democracy' (Pitch, 2010) as the main frame in order to present a perception and understanding of this analysis.

Methodology

This study applies documents research to review the literature about Illiberal Democracy and related principle. The main documents used are studies of Politics in Southeast Asia, News, modern politics situation and events, and academic articles.

Results

In authoritarianism, excuse used in democracy frequently cultural reproduce by attempt of leader group's pushing forward to relate harmony between ideology and benefit in form of controlling class. This is created by symbolic power (Ausanee, Srichai, 2010: 245), for instance, the linkage between monarchy and democracy establishing in the case of Thailand and Cambodia. These excuses reflected the influence of leader group towards determining politics development and direction of democracy in each country. The characteristics of leader group's power using cause the Illiberal Democracy as follows;

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First is a role of leader groups in changing or remaining original politics to maintain power status of themselves. This characteristic is important because it is the cause that leader group dominate politics. Considering historical development, it was found that the different forms of establishment bring about the different quality of power control. The study showed that when there was changing power pole of leader group, stability and pattern of politics would be changed. For example, Siam revolution in 1932, and depose to flip back to former power pole by coup d'état of field marshal Sarit Thanarat in 1957.

Second, leader group is the determiner level of democracy. Although they have adapted themselves to create good image, they still apply idea reproduction about relationship between leader group, democracy, and historical nationalism to maintain their power status. In some new born country, leader group will create another relation expressing their importance towards democracy, for example, Singapore used image of free capitalism economy development successfully. However, when democracy seems to grow and out of control, leader group can become democracy resistance. (Yoshifumi, 2008: 98-139)

Third, relating righteous with custom and tradition for changing society. This is the development of Max Webber's principle in state righteous analysis. The three origins mentioned are tradition, personality, and law. The finding of Southeast Asia found that after the period of colony, states frequently set the righteous on tradition and original power in the form of monarchy, ancient leader group, and leader of freedom declare which lead to ways of changing through social that state need to rely on that righteous. The concrete form, for example, the Patrimonial state (Kuhonta, E. M., Slater, D., & Vu, T, 2008: 40-41) supporting leader group's establishment that can be the judge and influent power over the state as well as gaining benefit. This is the result of weak bureaucracy structure and patron-client system, for example, sometime in the Philippines and Cambodia. Moreover, there are other different state patterns related to righteous setting of leader group, for instant, the Bureaucratic polity in Thailand which is noticeable from the relation between government and force using of army as well as state enterprises domination through the role of soldier institution and technocrat government officer. Another example is in Indonesia where the role of army domination over politics appears. Also, the Administrative state supports leader group to have complete power beneath the image of effective administration according to law framework or setting law as a regal rational, but neglect participation and examination, for example, in Singapore.

Fourth is applying extreme nationalism ideology to create network for power maintenance of leader group. The main concept is related to nation origin, colony historical written story, basic religion believe, hero, and win over the enemy as well as the domination or difference over other countries, for example, in Myanmar that related nationalism with Buddhism, appeared in monk's role fight together with people and be the leader in many politics requests. (Dulyapak, 2008: 35)

The characteristics mentioned above of leader group cannot occur unless having 2 important instruments as follows;

First is Bureaucracy. In Southeast Asia, this system is unique and totally combine with politics in the form of giving back which is totally different from the Western Bureaucracy system especially the good governance. The Bureaucracy in Asia region give importance to enhancing administration potential, improving organization to have more strength, and creating network Bureaucracy consultant instead of giving importance to decentralize, people participation in politics, and checks and balances which serve Democracy in present context.

Bureaucracy analysis have an importance towards setting understanding state's potential and also affect society. (Fritzen, Scott A, 2009: 74-76) Each country have its own characteristic which can be analyzed into two types; first, Bureaucracy influenced by local culture in the Philippines which apply relatives relationship and patron-client system. This caused decreasing of organization's goal focus, low efficiency Bureaucracy, and influence of local leader over the government against the Patrimonial state concept. In Thailand, there are large network of patron-client system combined from the same group of class or same graduate university or group of business. Second is Bureaucracy influenced by culture historical heritage of colony. It is the combination that does not follow the pattern of law of the country. For example, English colony has the dominance in merit system, but in practical, economy development brings resource to the central only that is not fair for the people in colony. The colony of England frequently be the multiple culture society that have different and various nations, for example, Myanmar or Malaysia, causing the large amount of people in some career, serious about nation issue occurred by attempt to set some nationality to control another nationality to reduce pressure facing colony owner directly, for example, setting Karen to control people in Myanmar.

Although there are many ideas for reforming Bureaucracy in globalization era as well as economical pressure, leader group in Southeast Asia still insist to maintain the old Bureaucracy pattern to righteous the power. Therefore, ideas for reforming still does not develop so far separated into 3 patterns as follows; first, Centralization without apology which is concluding power to central without caring external politics environment, for example in Myanmar before election in 2016 and Laos. Second is Ambiguous decentralization which is insincere decentralization, aiming to control and find benefit, for example, in Thailand, Vietnam, and Cambodia. Third is Broad-based political decentralization which is conflict decentralize that provide chance for leader group to increase their power in local level and causing large amount of one man power, for example, in the Philippines and Indonesia. (Fritzen, Scott A, 2009: 80-85)

Second, people society in Southeast Asia can be analyzed into 3 aspects; first, Ascriptive identity (Weiss, Meredith L, 2008: 144) which related to religion and believe that relate to daily life of people. This type of people society is different from western organization meaning. Important issue is relationship occurred with strength of democracy from creating identity, for example, Buddhism and political movement of monks in Myanmar or custom standard controlling election influenced by Christianity in the Philippines. Second aspect is Uncivil society that supporting direction that against democracy, for example in Thailand, appearing yellow shirt group supporting soldier to coup d'état power from government that come from election. Third aspect is Civic society that is reforming group related to the government. It is different from general people society that has freedom and power to disagree with government. Therefore, they compromise to reach their goal, but practically it is risk to be influenced and became tools of power maintenance or righteous for leader group.

Discussion & Conclusion

Bureaucracy and people society in Southeast Asia region have their specific and unique characteristics in movement and aspect of explanation. Also, they can be the tool of leader group to set righteous and help leader group to complete gather the power strongly. Considering the historical context, it can be said that politics in Southeast Asia have their own character, resulting from cultural heritage of colony and effort to maintain original status of leader group in the period of transiting of new state establishment including resistance globalization adaption and democracy in present context.

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BESSH-16

The Performance Comparison of Algorithm of Semi-Automatic Thai Spoonerism Words between Bi-Syllable and Tri-SyllableJarumon Nookhong^{1*}, Nutthapat Kaewrattanapat², Wipada Chaiwchan³, Katejarinporn Chaiya⁴^{1, 2, 3, 4}*Suan Sunandha Rajabhat University, Bangkok, Thailand*

Abstract

The purposes of this research are to study and develop the algorithm of Thai language spoonerism words by semi-automatic computer programs, that is to say, in part of data input, syllables are already separated and in part of spoonerism, the developed algorithm is utilized, which can establish rules and mechanisms in Thai spoonerism words for Tri-syllables by utilizing analysis in elements of the syllables, namely cluster consonant, vowel, intonation mark and final consonant. From the study, it is found that bi-syllable Thai spoonerism has 1 case of spoonerism mechanism and Tri-syllable Thai spoonerism has 2 cases of spoonerism mechanism. In the first case is a crossing between the first syllable to the third syllable and second case is a crossing between the second syllable to the third syllable. From the study, the rules and mechanisms in Thai spoonerism word were applied to develop as Thai spoonerism word software, utilizing PHP program. the software was brought to conduct a performance test on software execution; it is found that the program performs Tri-syllable Thai spoonerism correctly or 90% of all words used in the test and found faults on the program at 10% as the words obtained from spoonerism may not be spelling in conformity with Thai grammar and not possible to predict the real answer is to look through the tri-syllable, then the answer is because the two cases depending on the aim of creating a spoonerism it.

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Keywords— Algorithm, Thai Spoonerism Word, Bi-Syllable Spoonerism Word, Tri-Syllable Spoonerism Word,

Computational Linguistics

Introduction

Humankind uses language as the tool for communication in different forms corresponding to events or experience happened in daily life for negotiation, talking in several matters by verbal language or non-verbal language in order to express meaning for understanding correspondingly (Nutthapat Kaewrattanapat, Jarumon Nookhong, Wipada Chaiwchan, Katejarinporn Chaiya, 2016); therefore, language is an important factor for expressing meaning “what speaker wants to say” to listener for understanding correspondingly; moreover, nowadays, the evolution in language is changing according to social and cultural age, greatly affecting in language usage either in any form (Eugene A. Nida, 1974) (Macneilae, P. F., 1968)

Culture of Language could, therefore, be regarded as one kind of art affecting in communication (Robbins, R. H., 1966). The researcher perceived the beauty of pun in language usage; therefore, a design was conducted to demonstrate spoonerism by utilizing linguistic rules to support in spoonerism for creating knowledge, including functions and rules in spoonerism to obtain concrete and certain method in spoonerism as spoonerism is the art of word play having twisting between transposition of sound or syllables; this indicates that Thai language is always shifting and changing constantly, all of which are the trait of Thai people as the purpose of spoonerism is to use for playing for enjoyment and compete linguistic intelligence being regarded as a demonstration of linguistic ability (Donald G. Mackay, 1969) (Wirat Siriwatananawin, 2013).

The researcher envisioned the importance in Thai spoonerism play; thus, the study of Thai spoonerism was conducted by analyzing elements of syllables in each syllable, namely consonant, vowel, intonation mark and final consonant in order to find probability of spoonerism and establish rule and mechanism in Thai spoonerism for Tri-syllable and store the knowledge related to Thai spoonerism in order to have the certain form. For the study of algorithm in spoonerism, the researcher collected the obtained knowledge from the study for conducting a computer-language algorithm structure by utilizing PHP language programing and word processing as the interested persons could bring it to study and develop in several fields further.

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Objectives of Study

A. The aim is to study a Thai spoonerism algorithm and establish rules or mechanisms in Semi-automatic Thai spoonerism for Bi-syllable and Tri-syllable.

B. Comparison of performance of semi-automatic Thai spoonerism words between bi-syllable and tri-syllable

Expected Outcome

- 1) *To Obtain More Computational Linguistics Knowledge and be able to bring such obtained knowledge to develop further in order to increase a performance in the program further.*
- 2) *To Obtain Forms of Rules and Mechanisms in Thai language spoonerism in order to be guidelines for applying with related subjects to be new guidelines in the study.*
- 3) *To Obtain System of the Linguistic Program for Application from several subjects which is collected and analyzed until it generates new knowledge.*
- 4) *Can be Used to Analyze the Sentiment Analysis in the future, which are needed in Thai language because of the spoonerism is a factor or effect the opinion of messages.*

Literature Review

A. Definition of Spoonerism

The Royal Institute of Thailand (B.E.2546) gave the definition of “spoonerism” as “a reversible word such as “Tok-Tee-It” (“ตก-ที-อิฐ”, Falling bricks) to be “Tit-Tee-Ok” (“ติด-ที-อก”, Breast stuck) as spoonerism words.

B. Element of Thai Syllable

Syllable in Thai language has 3 important elements, including initial consonant + vowel sound+ intonation tone.

Initial consonant sound is such as a consonant which is pronounced before the other consonant; initial consonant can be single initial consonant or initial cluster consonant, for example Pāt and Prāt (SutthiwongPongpaibool, 2001)

Table 1
Example of Thai Syllable

Thai	ENGLISH	Syllable
ไร่	Farm	<i>Rai (Syllable)</i>
ชาไร่	Farmer	<i>Chāo-Rai (2-Syllables)</i>
สหกรณ์	Cooperative	<i>Sa-ha-kon (3-Syllables)</i>
โรงพยาบาล	Hospital	<i>Rōng-pha-yā-bān(4-Syllables)</i>
นักศึกษาผู้ใหญ่	Adult Students	<i>Nak-seuk-sā-phū-yai(5-Syllables)</i>
สหกรณ์การเกษตร	Agricultural cooperative	<i>Sa-ha-kon-kan-ka-sēt (6-Syllables)</i>

Vowel sound is such as a sound pronounced along with consonant swiftly, making initial consonant pronounced clearly; vowel can be short-sound single vowel, long-sound single vowel or diphthong mixed with any one of sound. Intonation tone is such as high-pitch or low-pitch sound pronounced with vowel (Heffner, R. M. S., 1964).

Elements of syllable have 3 important parts, namely initial consonant, vowel, intonation mark (having or not having a letter representing sound). PrayaUpakitSilapasarn (B.E.2533) explained the elements of syllable that it is created by compounding letter having 4 forms which could be summarized as follows (UdomWarosickadith, 2002) (Wells, F. L., 1906)

- 1) Compounding 3 parts of letters, such as syllable generated from compounding of initial consonant + vowel + intonation mark, for example มี(Mī = Have), นา(Na = Field), ห้า(Ha = Five) , ไร่(Rai = Farm)etc.

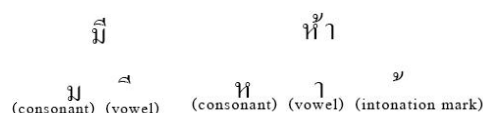


Figure 1: Compounding 3 parts of letters

- 2) Compounding 4 general parts of letters, such as syllable generated from compounding of initial consonant + vowel + final consonant + intonation mark, for example พลาญ (Phla = Elephant) and งาม (ngām = Beautiful) etc.

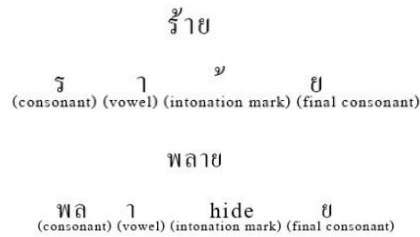


Figure 2: Compounding 4 general parts of letters

3) Compounding 4 special parts, such as syllable generated from compounding of initial consonant + vowel + intonation mark + mute intonation mark, for example เล่ห์ (Lē= Trick) , สิงห์ (Sī = Lion), เบียร์ (Beer = Beer) etc.

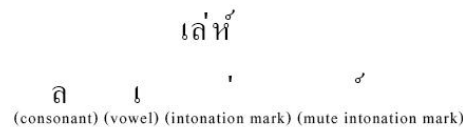


Figure 3: Compounding 4 special parts

4) Compounding 5 parts, such as syllable generated from compounding of initial consonant + vowel + final consonant + intonation mark + mute intonation mark, for example ลักษณ์ (Lak = Image) , ฤษี (Khan = Group) and จันทร์ (Jan = Moon) and etc..

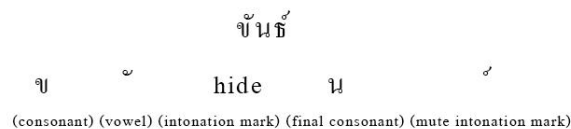


Figure 4: Compounding 5 parts

From the Table I, it demonstrates that syllable is the sound pronounced one time, whether having meaning or not; if it is pronounced 1 time, that means 1 syllable; if it is pronounced 2 times, that means 2 syllables according to Thai grammar.

Methodology and Results

A. Rules of Bi-Syllable Spoonerism

Probability of answers based on the theory of mathematical probability is Tri-syllable word generating the probability as $(3!)/2 = 3$; (division 2 because it is not a repeat count) therefore, the answer of the spoonerism can't generate results not more than 3 answers.

1) As for spoonerism of Bi-syllables, the first syllable and second syllable must not have the same initial-sound consonant. If there are same initial-sound consonant, the spoonerism can't be conducted as the results will be only word transposition, for example กัง-เค้ง (Kāng-kēng), ฟอง-ฟ้าง (Phong-phāng), สัง-สิ้ง (Sang-sīng) and etc.

2) For spoonerism of Bi-syllable, the vowel form and final consonant must be the same sound, namely for example ร้า-ร่า (Rā-chā), ชอม-โรม (Chom-rom)

3) Bi-syllable that when being pronounced as 3 syllables or compound word must use the rules of spoonerism for Tri-syllable, and the data must be enter as reading word only because, if the rules of spoonerism for Bi-syllables is used in encoding, the spoonerism could not be conduct correctly and compound-word sound in the middle of words will be omitted, for example the word เทต-สา-คัน "thēt-sa-kān". If the word "thēt-sa-kān" is conducted spoonerism based on Bi-syllables basis, the results will be "than-la-kēt"; however, if "thēt-sa-kān" is conducted spoonerism based on tri-syllable basis by entering data as reading word "Thēt-Sa-Kān", the result will be "Thān-Sa-Kēt".

4) Vowel and final consonant which should be avoided to use in spoonerism as it will be resulted in impoliteness, such as syllable consisted of vowel "3" having "ค" as final consonant; syllable consisted of vowel "æ" having "ค" as final consonant; syllable consisted of "au" having "อ" as final consonant; syllable consisted of "i"; syllable consisted of "อ"; syllable consisted of "um"; syllable consisted of "ai" (land 1).

5) Bi-syllable and Tri-syllable spoonerism functions by utilizing linguistic rules, from the study and data research relevant to spoonerism words, we brought above-mentioned rules of Bi-syllables spoonerism converting it into functions by utilizing linguistic theory for supporting in analysis by connecting them with elements of structure in syllable. Therefore, the variables in spoonerism is obtained as Table II.

Table 2:
Assigning Variables

Var	DESCRIPTION	Values
A	“A” letter as initial consonant identified as Thai consonants, total: 44 consonants, namely	กขฌคฌจฉชฌญฎฏฐฑฒณดตถทธนบปผฝพฟภมยรลวศษสหฬอฮ
B	letter as cluster words and lead letters	ร, ล, ว หง, หญ, หน, หม, หย, หร, หล, หย, กร, ขร, คร, คร, ปร, พร, กด, ขด, คด, ปล, ผด, พด, กว, ขว, คว, จร, ศร, สร, ทร
C	letter as vowel sound identified as vowel sound, total: 32 vowels	<i>For Example:</i> ๑ะ; ๑ัวะ; ๑เะ; ๑อะ; ๑าะ; ๑ี๊ยะ; ๑ี๊ยะ; ๑อ๊ยะ; ๑อ๊ยะ; ๑เะ; ๑า, ๑ั๊, ๑า etc.
D	letter as final consonant by identifying as 9 systems of final consonants	<i>For Example:</i> Kok system pronounced as “Kor” (final consonant), using consonants: ก, ข, ค, ง as final consonants
E	letter as 5 intonations by identifying as 4 forms of intonation, namely low tone, falling tone, high tone, rising tone	<i>For Example:</i> Phonemic Gloss /nā:/ paddy field /nà:/ (a nickname) /nâ:/ face maternal aunt or uncle /ná:/ younger than one's mother /nã:/ thick

B. Conceptual in Bi-Syllable Spoonerism

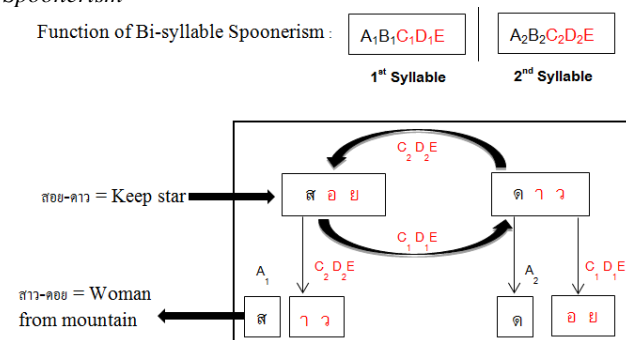


Figure 5: Usage of Rules of Bi-syllable Spoonerism

Form the Figure 5, the explanations are as follow: the formula usage of bi-syllable spoonerism uses cross-encryption, that is to say, the value of initial consonant (A) and cluster word (B) is preserved; only vowel, intonation mark and final consonant will be conducted cross-encryption. From the above examples, the word, such as สอ ดอ - ดา ว “Søi-dao”, when encrypting in Bi-syllable spoonerism, the answer will, for example, be สด ว - ดอ ย “Sao-døi” (Kaewrattanapat, N. , Bunchongkien, W, 2014).

C. Conceptual Tri-Syllable Spoonerism

From the study, it is found that Tri-syllable Thai spoonerism has 2 cases of spoonerism mechanism from Bi-syllable Concept. In the first case is a crossing between the second syllable to the third syllable (Fig. 6) and second case is a crossing between the first syllable to the third syllable (Fig. 7).

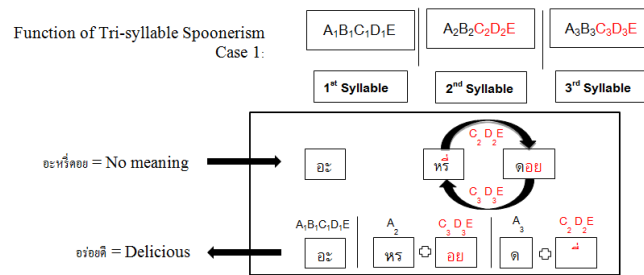


Figure 6: Usage of Rules of Case 1 Tri-syllable Spoonerism

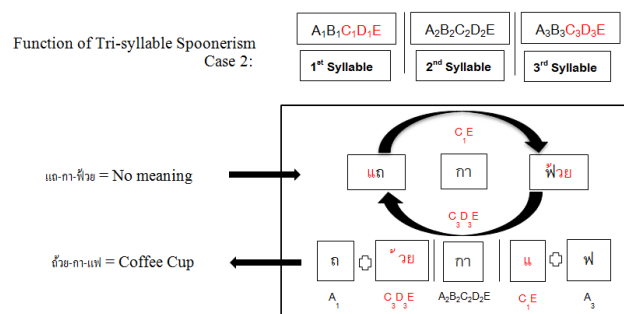


Figure 7: Usage of Rules of Case 2 Tri-syllable Spoonerism

D. Function in Tri-Syllable Spoonerism

An analysis of elements of syllables are conducted according to letters in elements of each syllable, which can analyzed into 2 cases, that is, the first letter of each syllable can be both initial consonant and vowel. From the preliminary analysis of the syllable, probability could be used for searching the second letter of each syllable in order to conduct function analysis in spoonerism as Table III.

Var	Description
Sp	Obtained Spoonerism Word
S ₁	First Syllable
S ₂	Second Syllable or Third Syllable
ch ₁	First Letter
ch ₂	Second Letter
ch ₃	Third Letter
ch1 _n	Other Letter of First Syllable
ch2 _n	Other Letter of Second Syllable
Cons.	Consonant
Clus.	Cluster Words
Itone.	Intonation Marks
Vow.	Vowel
+	Character Connector
N	Other Number of Character

In case of Bi-syllable the first syllable and second syllable have the first letter as consonant, the second consonant as vowel, all of which could be analyzed according to probability and create functions in spoonerism as ๑๑-๑๑ “ākī” (no meaning in Thai language) to be ๑๑-๑๑ “īkā” (crow in Thai language) substituting the formula of spoonerism as follows:

$$S_1 : ๑๑ \text{ “ā”}$$

S_2 : ก “kī”
 S_1 : .ch₁(Cons.).+ch₂(Vow.) +.ch1_n
 S_2 : ch₁(Cons.).+ch₂(Vow.) +.ch2_n
 Sp : S₁(ch₁(Cons.)).+.S₂(ch₂(Vow.)).
 +.ch2_n).+.S₂(ch₁(Cons.)).
 +.S₁(ch₂(Vow.)).+.ch1_n)
 Sp : อีกา “īkā”

In case of Tri-syllable the each syllable have the first letter as consonant, the second consonant as vowel, all of which could be analyzed according to probability and create functions in spoonerism as แกก-ตก-แต้ว “kak-tok-taew” (no meaning in Thai language) to be แก้ว-ตก-แตก “kaew-tok-tak” (broken glass falls) substituting the formula of spoonerism as follows:

S_1 : แกก “Kak”
 S_2 : ตก “Tok”
 S_3 : แต้ว “Taew”
 S_1 : ch₁(Vowel).+ch₂(Consonant).+
 . ch₃(Itone_marks).+.ch1_n
 S_3 : ch₁(Vowel).+ch₂(Consonant).+.
 ch₃(Consonant).+.ch2_n
 Sp : .S₁(ch₁(Vowel)).+.S₃(ch₂(Consonant)).+.
 S₂(ch₃(Consoanant)).+.ch2_n.+.
 S₂S₃(ch₁(Vowel)).+.S₁(ch₂(Consonant.+.
 S₁(ch₃(Itone_marks))).+.ch1_n
 Sp : แก้วตกแตก “Kaew-Tok-Tak”

E. Thai Spoonerism Algorithm in Computer Language

For functions and algorithm in semi-automatic Thai spoonerism, the research has developed the program by PHP language utilizing algorithm structure in order to analyze the elements of syllables; moreover, the principle of probability was brought to establish rules and mechanisms in spoonerism which could specify conditions as follows:

```
$DATA3 = str_split($GET['Sy1']);
$DATA4 = str_split($GET['Sy2']);
$DATA5 = str_split($GET['Sy3']);
$Consonant = array("n","m","l","h","q","d","g","b","p","t","k","c","ch","s","sh","r","r̥","n̥","m̥","l̥","h̥","q̥","d̥","g̥","b̥","p̥","t̥","k̥","c̥","ch̥","s̥","sh̥","r̥","r̥̥","n̥̥","m̥̥","l̥̥","h̥̥","q̥̥","d̥̥","g̥̥","b̥̥","p̥̥","t̥̥","k̥̥","c̥̥","ch̥̥","s̥̥","sh̥̥","r̥̥","r̥̥̥","n̥̥̥","m̥̥̥","l̥̥̥","h̥̥̥","q̥̥̥","d̥̥̥","g̥̥̥","b̥̥̥","p̥̥̥","t̥̥̥","k̥̥̥","c̥̥̥","ch̥̥̥","s̥̥̥","sh̥̥̥","r̥̥̥","r̥̥̥̥","n̥̥̥̥","m̥̥̥̥","l̥̥̥̥","h̥̥̥̥","q̥̥̥̥","d̥̥̥̥","g̥̥̥̥","b̥̥̥̥","p̥̥̥̥","t̥̥̥̥","k̥̥̥̥","c̥̥̥̥","ch̥̥̥̥","s̥̥̥̥","sh̥̥̥̥","r̥̥̥̥","r̥̥̥̥̥","n̥̥̥̥̥","m̥̥̥̥̥","l̥̥̥̥̥","h̥̥̥̥̥","q̥̥̥̥̥","d̥̥̥̥̥","g̥̥̥̥̥","b̥̥̥̥̥","p̥̥̥̥̥","t̥̥̥̥̥","k̥̥̥̥̥","c̥̥̥̥̥","ch̥̥̥̥̥","s̥̥̥̥̥","sh̥̥̥̥̥","r̥̥̥̥̥","r̥̥̥̥̥̥","n̥̥̥̥̥̥","m̥̥̥̥̥̥","l̥̥̥̥̥̥","h̥̥̥̥̥̥","q̥̥̥̥̥̥","d̥̥̥̥̥̥","g̥̥̥̥̥̥","b̥̥̥̥̥̥","p̥̥̥̥̥̥","t̥̥̥̥̥̥","k̥̥̥̥̥̥","c̥̥̥̥̥̥","ch̥̥̥̥̥̥","s̥̥̥̥̥̥","sh̥̥̥̥̥̥","r̥̥̥̥̥̥","r̥̥̥̥̥̥̥","n̥̥̥̥̥̥̥","m̥̥̥̥̥̥̥","l̥̥̥̥̥̥̥","h̥̥̥̥̥̥̥","q̥̥̥̥̥̥̥","d̥̥̥̥̥̥̥","g̥̥̥̥̥̥̥","b̥̥̥̥̥̥̥","p̥̥̥̥̥̥̥","t̥̥̥̥̥̥̥","k̥̥̥̥̥̥̥","c̥̥̥̥̥̥̥","ch̥̥̥̥̥̥̥","s̥̥̥̥̥̥̥","sh̥̥̥̥̥̥̥","r̥̥̥̥̥̥̥","r̥̥̥̥̥̥̥̥","n̥̥̥̥̥̥̥̥","m̥̥̥̥̥̥̥̥","l̥̥̥̥̥̥̥̥","h̥̥̥̥̥̥̥̥","q̥̥̥̥̥̥̥̥","d̥̥̥̥̥̥̥̥","g̥̥̥̥̥̥̥̥","b̥̥̥̥̥̥̥̥","p̥̥̥̥̥̥̥̥","t̥̥̥̥̥̥̥̥","k̥̥̥̥̥̥̥̥","c̥̥̥̥̥̥̥̥","ch̥̥̥̥̥̥̥̥","s̥̥̥̥̥̥̥̥","sh̥̥̥̥̥̥̥̥","r̥̥̥̥̥̥̥̥","r̥̥̥̥̥̥̥̥̥","n̥̥̥̥̥̥̥̥̥","m̥̥̥̥̥̥̥̥̥","l̥̥̥̥̥̥̥̥̥","h̥̥̥̥̥̥̥̥̥","q̥̥̥̥̥̥̥̥̥","d̥̥̥̥̥̥̥̥̥","g̥̥̥̥̥̥̥̥̥","b̥̥̥̥̥̥̥̥̥","p̥̥̥̥̥̥̥̥̥","t̥̥̥̥̥̥̥̥̥","k̥̥̥̥̥̥̥̥̥","c̥̥̥̥̥̥̥̥̥","ch̥̥̥̥̥̥̥̥̥","s̥̥̥̥̥̥̥̥̥","sh̥̥̥̥̥̥̥̥̥","r̥̥̥̥̥̥̥̥̥","r̥̥̥̥̥̥̥̥̥̥","n̥̥̥̥̥̥̥̥̥̥","m̥̥̥̥̥̥̥̥̥̥","l̥̥̥̥̥̥̥̥̥̥","h̥̥̥̥̥̥̥̥̥̥","q̥̥̥̥̥̥̥̥̥̥","d̥̥̥̥̥̥̥̥̥̥","g̥̥̥̥̥̥̥̥̥̥","b̥̥̥̥̥̥̥̥̥̥","p̥̥̥̥̥̥̥̥̥̥","t̥̥̥̥̥̥̥̥̥̥","k̥̥̥̥̥̥̥̥̥̥","c̥̥̥̥̥̥̥̥̥̥","ch̥̥̥̥̥̥̥̥̥̥","s̥̥̥̥̥̥̥̥̥̥","sh̥̥̥̥̥̥̥̥̥̥","r̥̥̥̥̥̥̥̥̥̥","r̥̥̥̥̥̥̥̥̥̥̥","n̥̥̥̥̥̥̥̥̥̥̥","m̥̥̥̥̥̥̥̥̥̥̥","l̥̥̥̥̥̥̥̥̥̥̥","h̥̥̥̥̥̥̥̥̥̥̥","q̥̥̥̥̥̥̥̥̥̥̥","d̥̥̥̥̥̥̥̥̥̥̥","g̥̥̥̥̥̥̥̥̥̥̥","b̥̥̥̥̥̥̥̥̥̥̥","p̥̥̥̥̥̥̥̥̥̥̥","t̥̥̥̥̥̥̥̥̥̥̥","k̥̥̥̥̥̥̥̥̥̥̥","c̥̥̥̥̥̥̥̥̥̥̥","ch̥̥̥̥̥̥̥̥̥̥̥","s̥̥̥̥̥̥̥̥̥̥̥","sh̥̥̥̥̥̥̥̥̥̥̥","r̥̥̥̥̥̥̥̥̥̥̥","r̥̥̥̥̥̥̥̥̥̥̥̥","n̥̥̥̥̥̥̥̥̥̥̥̥","m̥̥̥̥̥̥̥̥̥̥̥̥","l̥̥̥̥̥̥̥̥̥̥̥̥","h̥̥̥̥̥̥̥̥̥̥̥̥","q̥̥̥̥̥̥̥̥̥̥̥̥","d̥̥̥̥̥̥̥̥̥̥̥̥","g̥̥̥̥̥̥̥̥̥̥̥̥","b̥̥̥̥̥̥̥̥̥̥̥̥","p̥̥̥̥̥̥̥̥̥̥̥̥","t̥̥̥̥̥̥̥̥̥̥̥̥","k̥̥̥̥̥̥̥̥̥̥̥̥","c̥̥̥̥̥̥̥̥̥̥̥̥","ch̥̥̥̥̥̥̥̥̥̥̥̥","s̥̥̥̥̥̥̥̥̥̥̥̥","sh̥̥̥̥̥̥̥̥̥̥̥̥","r̥̥̥̥̥̥̥̥̥̥̥̥","r̥̥̥̥̥̥̥̥̥̥̥̥̥","n̥̥̥̥̥̥̥̥̥̥̥̥̥","m̥̥̥̥̥̥̥̥̥̥̥̥̥","l̥̥̥̥̥̥̥̥̥̥̥̥̥","h̥̥̥̥̥̥̥̥̥̥̥̥̥","q̥̥̥̥̥̥̥̥̥̥̥̥̥","d̥̥̥̥̥̥̥̥̥̥̥̥̥","g̥̥̥̥̥̥̥̥̥̥̥̥̥","b̥̥̥̥̥̥̥̥̥̥̥̥̥","p̥̥̥̥̥̥̥̥̥̥̥̥̥","t̥̥̥̥̥̥̥̥̥̥̥̥̥","k̥̥̥̥̥̥̥̥̥̥̥̥̥","c̥̥̥̥̥̥̥̥̥̥̥̥̥","ch̥̥̥̥̥̥̥̥̥̥̥̥̥","s̥̥̥̥̥̥̥̥̥̥̥̥̥","sh̥̥̥̥̥̥̥̥̥̥̥̥̥","r̥̥̥̥̥̥̥̥̥̥̥̥̥","r̥̥̥̥̥̥̥̥̥̥̥̥̥̥","n̥̥̥̥̥̥̥̥̥̥̥̥̥̥","m̥̥̥̥̥̥̥̥̥̥̥̥̥̥","l̥̥̥̥̥̥̥̥̥̥̥̥̥̥","h̥̥̥̥̥̥̥̥̥̥̥̥̥̥","q̥̥̥̥̥̥̥̥̥̥̥̥̥̥","d̥̥̥̥̥̥̥̥̥̥̥̥̥̥","g̥̥̥̥̥̥̥̥̥̥̥̥̥̥","b̥̥̥̥̥̥̥̥̥̥̥̥̥̥","p̥̥̥̥̥̥̥̥̥̥̥̥̥̥","t̥̥̥̥̥̥̥̥̥̥̥̥̥̥","k̥̥̥̥̥̥̥̥̥̥̥̥̥̥","c̥̥̥̥̥̥̥̥̥̥̥̥̥̥","ch̥̥̥̥̥̥̥̥̥̥̥̥̥̥","s̥̥̥̥̥̥̥̥̥̥̥̥̥̥","sh̥̥̥̥̥̥̥̥̥̥̥̥̥̥","r
```

Figure 8: Examples of Variables Declaration of Spoonerism

Fig. 8 represents a specification of variables of Tri-syllable, namely variables of consonant, cluster word, vowel and intonation mark, then, input value from keyboard which used by users for entering words into blanks is received and kept in Array and a conditional variables of elements of syllable are created according to probability of the syllables. This algorithm of functions will keep the value of each syllable which users have entered in the form of one Array per letter for applying in rules of Tri-syllable spoonerism, further.

```
foreach(array($DATA3[0]) as $a1){  
    foreach($Consonant as $b1){  
        if($a1 == $b1){  
            foreach(array($DATA5[0]) as $a2){  
                foreach($Consonant as $b2){  
                    if($a2 == $b2){  
                        foreach(array($DATA3[1]) as $a17){  
                            foreach($Blank as $b17){  
                                foreach(array($DATA4[0]) as $c17){  
                                    foreach($Consonant as $d17){  
                                        foreach(array($DATA4[1]) as $e17){  
                                            foreach($Vowel as $f17){  
                                                foreach(array($DATA5[1]) as $g17){  
                                                    foreach($Vowel as $h17){  
                                                        if($a17 == $b17){  
                                                            if($c17 == $d17){  
                                                                if($e17 == $f17){  
                                                                    if($g17 == $h17){  
                                                                        {  
                                                                            echo"Case68 :1st, 2nd, 3rd Syllable; 1st Character is Consonant and 2nd Character is Vowel";  
                                                                                {  
                                                                                    echo"1st Syllable ".$Syllable3."<br>";  
                                                                                        {  
                                                                                            echo"2nd Syllable ".$Syllable4."<br>";  
                                                                                                {  
                                                                                                    echo"3rd Syllable ".$Syllable5."<br>";  
                                                                                                        {  
                                                                                                            echo"Spoonerism is ".Syllable3.$Blank.$A3.$arr2.$A2.$arr7."<br>";
```

Figure 9: Code of Instance in Tri-syllable Spoonerism

From Fig. 9, Code of instance in Tri-syllable spoonerism: first syllable, second syllable and third syllable, first letter is consonant, second letter is vowel, having algorithm and functions as the program will examine the value of letter at first field of each syllable that the value are in conformity with specified conditions, after that the program will examine the value of second letter of each syllable that the value are in conformity with specified conditions. If the conditions of examined letter is true the program will display the value for notifying users that the spoonerism word that was conducted spoonerism are in conformity with which case of the program and display the value of each syllable which was entered by users preliminary and the program will display spoonerism words that was conducted spoonerism according to the rules specified conditions in each case as each of such case is different in code for specifying different conditions

Conclusion

The test of Tri-syllable Thai spoonerism demonstrates that in Tri-syllable Thai spoonerism, initial consonant and cluster word (if any) are stable; however, vowel, intonation mark and final consonant of first syllable and second syllable will be transposed. From the above performance test (200 Records of Thai spoonerism dataset), it is found that syllable having cluster word (second letter is ร , ล and ว) could be enter words in 2 cases, but the result of spoonerism words is only one answer. Accuracy in Thai Tri-syllable could be analyzed at 90%.

The development of semi-automatic Thai spoonerism has a working principle of program, that is, an examination of first letter. if the first letter is consonant, second letter will be examined. If the second letter is cluster word, the

system will examine third letter of syllable whether such syllable is vowel, intonation mark and final consonant or not. If the third letter is vowel, intonation mark and final consonant, the program will transpose one of the elements of syllable to other syllable, then display an output at monitor. If the second letter is not cluster word (second letter is the elements, namely vowel, intonation mark and final consonant), the program will transpose the value of the elements at the position of second letter to be transposed with other syllable, then display an output at monitor. Correctness of spoonerism word could be examined by inverting word needed to conduct spoonerism in order to obtain the answers in spoonerism with effectiveness and select a correct answer for application, further.

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BESSH-16

Marketing Mix Factor Affecting the Tutor Institute Choosing Decision of Student in High SchoolWipada Chaiwchan^{1*}, Jarumon Nookhong², Nutthapat Kaewrattanapat³, Katejarinporn Chaiya⁴^{1, 2, 3, 4}*Suan Sunandha Rajabhat University, Bangkok, Thailand*

Abstract

The purpose of this research was to study the marketing mix factors used in decision making which special tuition institutes for high school education should be selected. And to compare the level of decision making in the marketing mix factors used to select a tutorial institutes for high school students categorized by personal characteristics for student in high school education in Sam Ngam District, Pichit Province. The samples used in the research group of high school students 270 samplings at Sam Ngam District, Pichit Province. The research tool was a questionnaire. The research result was found that 1) The questionnaire respondents' opinions to the serviceable market mix factors used to decide with special tuition high school education in Sam Ngam District, Pichit Province in all aspects were in the high level 2) Opinions to marketing mix factors used in decision making which special tuition institutes for high school education in all clauses were in the high level in descending order as follows: market promotion, price, product, distribution channel, personnel, process, and the physical image which were mutually related with statistically significant level at .05 which had the positive relationship in a good level.

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Keywords— Marketing Mix, Tutor Institute, High School

Introduction

Education is the creation of human to be knowledgeable, capable, having necessary basic skills, good mental habits, ready to struggle for themselves and society and ready to perform some occupations. Education enhances people to grow in prosperity, in intellectual, mentality, body, and society, it is therefore a necessity of life beyond the necessity for food, housing, apparel and medicines Education is therefore the 5th factor of life which will help to solve problems of all aspects of life and it seems to be the most important factor in the world of rapidly dynamic changing of science and technology and affect the way of subsistence subjected to quickly changes, similarly, the education is playing the greater role and more necessary.

At present, special tuition schools have important role enormously in the development of education. From the importance of education, the researcher could realize the importance of the study on "Marketing Mix Factor Affecting the Tutor Institute Choosing Decision of Student in High School" so that the entrepreneurs of tuition school business can use some guideline in planning to develop and improve their special tuition school business to meet the needs of students, which would be positively fruitful, directly and indirectly to the overall education management system of Thailand in the future.

Educational marketing is designed and delivery of educational programs in a way that appropriate to recognized needs of people and groups (Foskett, 1992). The school should develop means of communication with the external environment to promote the goals and values for pupils and their parents (Davis and Ellison, 1997). This is the same as educational Marketing in schools. Since the needs and wants of parents are very important to recognize, analyze parental behavior should be the priorities of schools. Pardey (1991) and Hanson (1996) point to this issue. Marketing experts encourage schools to follow several major stages: Marketing research and analysis of the environment, Formulating a marketing plan and a strategy, implementing the marketing mix and evaluating the marketing process (Davis and Ellison, 1997; Foskett and Hemsley-Brown, 2001; Hanson, 1996; Kotler and Armstrong, 2009).

Literature Review

The research has focused on Marketing Mix Factor Affecting the Tutor Institute Choosing Decision of Student in High School Education to obtain data and analyzing effectively. Therefore, this was for studying and searching guideline data, including theory and technology related to the research as follows:

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A. *Marketing Mix in Higher Education*

The development of a marketing strategy involves the coordination and combination of the marketing mix elements (Hawkins et al, 2001, Kotler and Fox, 1995, Ivey, 2008). It is the combination and coordination of the elements in the marketing mix that enables organizations to meet customers' needs and provide customers value. A traditional marketing mix consists of the following elements: Product, Price, Promotion, Place (Kotler, 2008).

As a service, higher education marketing is sufficiently different from the marketing of products and it needs different marketing mix. Kotler and Fox (1995) have developed a version of a marketing mix which is designed specifically for education institutions, and which seems to address the limitations set by marketing mix for products. The marketing mix developed by Kotler and Fox (1995) can be explained as follow:

1) *Program*

The first element in marketing mix is program. Program is the most basic decision that higher education institutions have to make. Developing program that satisfy consumers' wants and needs are critical marketing activity for education institutions (Hoyer and McInnis, 2001). In higher education there are three main activities as service offered: teaching, research and community service Higher education should evaluate its academic program and service product mix periodically, and particularly when considering modifications. Quality of higher education institutions services becomes important as a trigger for customer satisfaction. However, every stakeholder in higher education has a particular view of quality, dependent on their specific needs.

2) *Pricing*

Price is the amount of money (or some other item that is exchanged or bartered) that the buyer exchanges for a service provided by the seller (Lamb et al, 2004). In higher education, price usually is related to tuition fees offered, and any monetary related issues. Pricing has major influence on marketing strategy as most students and their parents are concerned about the financial implication of attending university. According to Kotler and Fox (1995) price for students, consists of a monetary cost as well as other cost, for example effort cost, psychological cost and time cost.

3) *Place*

The third element of marketing mix in higher education is place or distribution. In higher education place, his refers to the availability of education/program to potential students in the most convenient and accessible way. A typical delivery mode for education services is for the institution to present courses at one location, with students gathering for classroom instruction (Kotler & Fox, 1995). But the element place is not restricted to geographic location as the information technology development provide alternatives in delivery the education service. Education institution may use distance learning and new technology in serving their students to enhance their competitive advantage.

4) *Promotion*

Education institution need to communicate. It's services to the target market through promotional strategy. Lambs et al (2004) argued the promotion elements that can be used by higher education institution is determined by the students market's expectation and requirements of the service and other elements of institution marketing decisions. Promotion can very well has the central role in the marketing to higher education. The combination of promotional mix of higher education consists of direct marketing, sales promotion, advertising, internet, and sponsorships (Rudd & Mills, 2008).The most critical matter for higher education institution in developing promotion strategy is to understand the students as their primary consumers.

5) *People*

The people element of the higher educational marketing mix refers to the employees in the university. Thus, people refers to all the teaching and administrative staff through which the service is delivered and customer relation built. (Lovelock & Wright, 2004) suggested that direct involvement in service marketing mean that customers evaluate the quality of employees' appearance and social skills as well as technical skills and consequently, this is reflected on the way of offer is judged. In designing a marketing strategy an institution is recommended on developing its staff. The personal appearance, attitudes and behavior influence customers' perception of the service (Du Plessis & Rousseau, 2005). A student's first impression of a higher education institution is often based on his/her interaction with the people of the institution.

6) *Process*

Processes refer to the way an institution does business and this relates to the whole administrative system to this element (Kotler, 2008). Procedures, mechanism and the flow of activities by which service are consumed are the essential elements of the marketing mix (Palmer, 2005). Higher education institutions need to ensure that students understand the process of acquiring a service. Process in higher educations refer to the things happen in an institution, such as the process of management, enrolment, teaching, learning, social and even sport activities.

7) *Physical Facilities and Evidence*

Physical facilities or evidence refer to all of the physical, tangible items an institution makes available to customers ranging from brochures to the infrastructure. Physical evidence is very important because the intangible nature of the service offered by higher education institution. The environment in which the service is delivered, both tangible and intangible help to communicate, perform and relay the customer satisfaction to the potential customer (Ivy & Fattal, 2010). Further Gibbs and Knapp (2002) add that the condition of the physical location contribute greatly on the image of the institution. For example: Technologies used, Library, etc.

Methodology

A research methodology is to study Marketing Mix Factor Affecting the Tutor Institute Choosing Decision of Student in High School Education has methodology in this research as follows:

A. Research Procedures

- 1) Steps to create the tool. Respectively, as follows:
 - 1.1) How to collect data, theories, principles and concepts from textbooks, websites, documents, and related research are consistent with the content of this research, and the data from various sources that used as a guideline to create the questionnaires.
 - 1.2) How to analyze Research, the content and structure of the research was to determine the questionnaires.
 - 1.3) Creating a questionnaire drafted by the scope of issues and questions in accordance with the objectives of the research.
 - 1.4) Presenting the revised questionnaire to Experts and Committee monitoring and consider the suggestion.
 - 1.5) Using the questionnaire had already been considered by Experts and Committee then to collect data on the sampling groups.
- 2) The attributes of the research questionnaire divided into 3 parts as:
 - 2.1) Part 1: Overview of the survey respondents. This survey is a checklist of those inquiries have 7 questions.
 - 2.2) Part 2: The opinions of students in high school education on the marketing mix based services to choose tuition institutes in Sam Ngam District, Pichit Province with 7 aspects of a questionnaire rating scale (Rating Scale) 5 levels were: a) 1= strongly disagree, b) 2= disagree, c) 3= neither agree nor disagree, d) 4= agree, and e) 5=strongly agree.
 - 2.3) Part 3: Recommendations to the marketing mix that is used to choose tuition institutes in Sam Ngam District, Pichit Province that used Open Ended Question.
- 3) Prepare a series of questionnaires to sufficient the quantity of samples required.
- 4) The criteria for the interpretation of the questionnaire concerning the marketing mix used to choose tuition institutes in Sam Ngam District, Pichit Province.

B. Factor analysis

- 1) Ensure the integrity of the questionnaires received back every qualifying for the complete accuracy of the questionnaires have been returned.
- 2) All series were put into code data processing with Statistics Package for the Social Sciences by frequency, percentage, average, standard deviation. To test the difference between the mean values obtained from two independent samples, and one-way ANOVA to analysis of variance, and multiple comparisons to test that the average pair of different methods by Fisher's Least Significant Difference.
- 3) Analyze data for students in high school education from schools in in Sam Ngam District, Pichit Province.
- 4) Analysis on high school students for concerning the marketing mix used to choose tuition institutes in Sam Ngam District, Pichit Province to analyze the average (\bar{X}) and standard deviation (S.D.) based on the criteria used to interpret the criteria of Best (Chanokporn Phupakapunpong, 2005: 66-67; According to Best. 1981: 182).
- 5) Analysis suggestion about the service marketing mix used to choose tuition institutes in Sam Ngam District, Pichit Province by using Descriptive Analysis.
- 6) To test the difference between the average value of two independent samples (Independent Sample T-Test).
- 7) To analysis One-way of variance by One-way ANOVA.

The multiple comparisons to test that the average couple has a different method of Fisher's Least Significant Different.

Results and Discussion

A. The research results of Marketing Mix Factor Affecting the Tutor Institute Choosing Decision of Student in High School Education could be summarized as Table I :

Table 1:
The Quantity of Samples Used in the Study by Gender, Age, Level of Education, School, Occupation of Parents, and Income of Parents as Possible

Samples information	Quantity	Percentage
Gender		
Male	55	20.37
Female	215	79.63
Total	270	100.00
Age		
15 Years old	5	1.85
16 Years old	37	13.70
17 Years old	120	44.45
more than 17 Years old	108	40.00
Total	270	100.00
Level of Education		
Grade 10	21	7.78
Grade 11	87	32.22
Grade 12	162	60.00
Total	270	100.00
School		
Samngam Chanupathum School	120	44.44
Kamphaeng Din Pittayakhom School	65	24.07
Noen Po Rangnok Chanuthit School	62	22.96
Nong Sanho Phitayakom School	23	8.53
Total	270	100.00
Occupation of Parents		
Agriculturist	126	46.67
General Employee	65	24.07
Self employed business	42	15.56
Freelance	19	7.04
Official/State Enterprise	14	5.19
Other	4	1.48
Total	270	100.00
Income Of Parents (Baht/Month)		
less than 10,000	9	3.33
10,001 - 20,000	152	56.30
20,001 - 30,000	89	32.97
30,001 - 40,000	14	5.19
40,001 - 50,000	6	2.22
more than 50,000	0	0.00
Total	270	100.00

Table I found that the sample used in the study. Most of the samples are female 79.63 percent and the ages of 17 years or 44.45 percent that study at Grade 12 are 60.00 percent and study at Samngam Chanupathum School are 44.44 percent. Parent of most samples are use Agriculturist 46.67 percent and have income or salary 10,001-20,000 baht per month.

B. The result of analyze data about opinion of samples that Marketing Mix Factor Affecting the Tutor Institute Choosing Decision of Student in High School Education are as Table II:

Table 2:
Marketing Mix Factor Affecting the Tutor Institute Choosing Decision of Student in High School Education

Evaluation descriptions	Effective levels		No.
	\bar{X}	Qualitative Average mark	
1. Promotion Marketing	4.29	Good	1
2. Price	4.22	Good	2

3. Product	4.27	Good	3
4. The distribution channel	3.12	Good	4
5. Personnel and processes	3.94	Good	5
6. The ability of the individual	3.85	Good	6
total	4.05	Good	

Table II found the sample used in the study. Most of the samples attended to the promotion of the Tutor Institutes are in good level ($\bar{X}=4.29$).

C. The comparative analysis of Marketing Mix Factor Affecting the Tutor Institute Choosing Decision of Student in High School Education with variables (Independent Sample t-test) between Gender and the marketing mix as the 7 aspects of statistical significance. 05 found that high school students. The gender difference is deciding which schools is not different.

The analysis of variance Marketing Mix Factor Affecting the Tutor Institute Choosing Decision of Student in High School Education with variables variables studied by One-way ANOVA with LSD (Fisher's Least Significant Different) are all of variables found that Marketing Mix Factor distinguish with Gender, Age, Level Of Education, School, Occupation of Parents, and Income Of Parents do not differ statistically significant .05.

Conclusion and Discussion

1) On the product factor, it was found that the questionnaire respondents had given priority to the product factor in the very much level by giving the highest priority to whether the language teachers were native speakers. The secondary priority was whether the course was approved by the Ministry of Education and the lowest one was whether there were appropriately modern teaching material or teaching media which was consistent with the concept of ")Armstrong and Kotler. 2009: 616(who said that something proposed to the market was done to attract attention, provision, usage or consumption that could satisfy customers. This concept was also consistent with a study of Kamonrat Sawatdee)2011: Abstract(who had studied on marketing mix factors affecting consumers in Bangkok Metropolis in selection Thai Airways International Public Co., Ltd.'s domestic flight service. It was found that the product factor was the most important to consumers in Bangkok Metropolis in selection of domestic flight service of the Company)THAI(.

2) On the price factor, it was found that the questionnaire respondents had given priority to the price factor in the very much level by giving the highest priority to whether there were concise notification of the tuition fee detail and other costs. The secondary priority was the expense per course or tuition charge per hour. And the least importance was whether there were optional multi-levels of price. This is satisfied with the concept of marketing for service businesses studied by Siriwan Rerirat et al)2009: 80-81(, said that the determination of service pricing should be appropriate to the service level and was easy to distinguish the different services because the price was a key device of high flexibility and attract the attention of students.

3) On distribution channel factor, it was found that the questionnaire respondents had given priority to the distribution channel factor in the very much level which was consistent with the concept of Chaisomphon. Chaoprasert, 2009(on the structure of the related activities to the movement of goods, determination of location easily accessible by consumers.

4) On the market promotion factor, it was found that the questionnaire respondents had given priority to the market promotion factor in the very much level whereby the sub-factor which gained the maximum mean was usage of advertising media such as the internet, radio, newspapers distribution of leaflets, banners, brochures. The secondary priority was distribution of complimentary or supplementary things such as bags, educational supplies, being told by friends and senior colleagues, public relation in educational exhibitions, educational data supplied by employees, reducing tuition/ pay or tuition fees installment which was harmonized with the research made by Chaisomphon. Chaoprasert, 2009(on communication tools to satisfy or persuade persons in the goods or service, arouse or remind them to require the goods or service that influenced to the feeling, belief and behavior in purchasing or it was the data between the sellers and the buyers, to create the purchasing attitude and behavior. The communication might use the selling personnel and non-personal selling communications tools which have many aspects and channels which might be chosen to use one or more of them. The Integrated Marketing Communication: IMC must be applied by considering the appropriateness with the customers, competitor's product to attain the focused aim.

5) On the personnel factor, it was found that the questionnaire respondents had given priority to the personal factor in the very much level whereby they gave the first priority to the teachers or instructors who had good personality and human relation while the secondary importance was the instructors' expertise. The lowest importance point of view was whether the school had sufficient staff or personnel to provide the service which was harmonized

with the research made by Chaisomphon. Chaoprasert, 2009(on all personnel in an organization who provided services from the school's executive owner to employees of all levels. All of these personnel could affect to the quality of service. Besides, this was harmonized with the research made by Somyot Kittikulphaisan)2012: abstract(who studied on the service market mix factor was used in decision making to select the special tuition school for high school students in the area of Mueang Songkhla District, Songkhla Province. He found that the personnel factor had maximum mean while the physical image had the minimum mean and all factors were in the very much level. This was harmonized with the research made by Wilailak Yoodee)2012: abstract(who studied on the market mix factor of special tuition schools according to the service users' opinions in Mueang Phayao District, Phayao Province. The study result was found that the sample group gave very much importance to the marketing mix factor of the special tuition schools by descending order as follows: the personnel factor, physical image presentation factor, product factor, the operation process factor, price factor, place and location factor and marketing promotion factor.

6) The process factor, it was found that the questionnaire respondents had given priority to the personal factor in the very much level whereby they gave the highest priority to the schools' ability whether they could arrange the class date and time as required by students or not and whether there were issuance of certificates of the training courses. The second priority was the organization of student number in each class and the lowest importance was whether there were many channels of tuition payment. This was corresponding to the theoretical ideas of service marketing mix study of Chaisomphon. Chaoprasert, (2009(that the delivery the quality of service to customers, to satisfy them. The service giving process was a very important marketing mix which relied upon the efficient staff or a modern tools to generate the process able to deliver a quality service.

7) The Physical facilities or evidence factor, it was found that the questionnaire respondents had given priority to the physical image factor in the very much level whereby they gave the highest priority to the schools' fame and image. The second priority was whether the classrooms had air-conditioners or not, the school's past records, whether there were facilities available for service giving, clean class rooms, sufficient recreation area while they were waiting for the class hours, clean environment outside the building, clean water closets, modern teaching and learning equipment and sufficient number of rooms. This was harmonized with the study of Panita Khotchakool (2011: Abstract(who studied on the market mix factor which was consisted of the image and physical presentation factor, personnel, product, price, place and location, procedural process and market promotion factors, respectively.

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BESSH-16

Factors Affecting Public Participation to Sustainable Tourism Development of Khao Kho National Park, Lom Sak District, Phetchabun Province

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Abstract

The aim of this research is to study factors affecting surrounding communities' cooperation towards sustainable tourism development of Khao Kho National Park, Lom Sak district, Phetchabun province by conducting a random sampling of 350 people. The results 1) the current condition of environmental management in Khao Kho National Park, Lom Sak district, Phetchabun province has a high level natural tourism management. 2) factors including the community environment, the community connection, and the community cooperation in sustainable tourism development of Khao Kho National Park, Lom Sak district, Phetchabun province were in a neutral level. 3) a factor directly influencing the community cooperation in sustainable tourism development of Khao Kho National Park, Lom Sak district, Phetchabun province was the community connection. 4) therefore, based on the results of the study, the relevant stake holders require creating more connections among the local people It may be started by listening to public opinions, requests, and suggestions in order to comprehend the needs of community members in the same way. The researcher have a suggestions is 1) the province must integrate the cooperation among government sector, private sector, and civil society sector. 2) local Administrative Organization in the Khao Kho district should integrate the tourism cooperation with every government sector in the community to develop the tourism capacity and cooperatively design the measures for prevention of natural resources and environment from break in of agriculture and resort construction which affected the tourism image in that area. And 3) local Administrative Organization in Khao Kho district should cooperatively study the waste management system to cope with waste problem solving and its protection affecting tourism.

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Keywords— Public Participation, Sustainable Tourism Development, Khao Kho National Park

Introduction

Tourism industry is playing an important role towards economic development in the whole world. Every country realizes the importance of competing ability in the market share of global tourism (Narin Yuenthon, 2016). The United Nations World Tourism Organization estimated that in 2030, the amount of global tourists would increase as 1,800 million people due to the annual growth rate as 3.3 percent. Moreover, it was estimated in 2015, the newborn markets or developing countries will be the countries gaining larger expansion rate of tourists than those of developed countries. The greatest expansion rate was found among Asia Pacific region though.



Figure1: Forecast number of tourists worldwide of World Tourism Organization

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According to the database of World Tourism Organization in 1995, it was found that 2 of 3 international tourists in the world or 59.8 percent traveled in European region, respectively followed by American region (19.3 percent), African region (14.4 percent), Middle East (3.6 percent), and South Asia (0.7 percent). However, UNWTO estimated that in 2020, EU will still remain the region having the greatest amount of international tourists with the lower percentage proportion as 45.9. Meanwhile, the Asia Pacific region will become the second level of popularity having the greater percentage proportion as 25.4 and American Region will be the third level having the lower proportion of percentage as 18.1. Besides, regarding the current situations, many countries in the EU are confronting with economic problems while the economy in China and many more countries in Asian region tend to grow continuously, provoking the rapid growth rate of tourism in this region

Table 1
The Number of Tourists by Region and Growth

Region	The number of tourists (mb.)			Percent		Growth Ratio
	1995	2010	2020	1995	2010	
World	565	1006	1561	100	100	4.1
Africa	20	47	77	3.6	5.0	5.5
Americas	110	190	282	19.3	18.1	3.8
East Asia and the Pacific	81	195	397	14.4	25.4	6.5
Europe	336	527	717	59.8	45.9	3.1
Middle East	14	36	69	2.2	4.4	6.7
South Asia	4	11	19	0.7	1.2	6.2

Source: The United Nations World Tourism Organization (UNWTO)

Thailand nowadays realizes the significance of tourism as a main mechanism to maintain the stableness and the economic movement of the country. In the last 5 years, the number of tourists increased continuously from 14.0 million people to 24.8 million people in 2013. In 2014 and 2015, the national income gained from tourism was 1.40 trillion baht. Khao Kho district, Phetchabun province is an important tourist attraction with the potential for supporting both international and national tourists. With reference to the fact that, Khao Kho has mountains with the approximate height of 1,174 meters above the sea level, maintaining the cold climate all over the year so it was named “the Switzerland of Thailand”. Besides the wonderful atmosphere facilitating tourism, Khao Kho also has many more tourist attractions fascinated by tourists to visit namely, Chin Hor Monument, Weapon Museum (*Itti* Base), Khao Kho Memorial Sacrifice, Khao Kho *śarīra* Stupa, Khao Kho International Library, Khao Kho Royal Palace, Sedit waterfall, Miracle road, BN Garden, Khao Kho Agro-Industry CO.,LTD. under the Royal Project, and Khao Kho Raise Wild Animal Station (Khao Kho zoo). This province additionally has a variety of facilities for tourists including hotels, resorts, restaurants and beverages, souvenir stores selling especially agriculture products from local people e.g. vegetables and cold-climate fruits, etc. (Rotsukhon Pradit and Rudklaw Pampasit, 2014).

Because the Khao Kho National Park, Lom Sak district, Phetchabun province is a tourist attraction fascinated by a great number of international and national tourists to visit, it makes a significant income for local people. However, it negatively affects local people life style, their culture, and importantly environmental resources which are very complicated problems for government sector or local organization to handle effectively. That is why it is necessary for local people to join the problem management. Based on the significance of the study above, the researcher conducted a research entitled “Factors affecting surrounding communities’ cooperation towards sustainable tourism development of Khao Kho National Park, Lom Sak district, Phetchabun province” with the main objective to study factors affecting surrounding communities’ cooperation towards sustainable tourism development of Khao Kho National Park, Lom Sak district, Phetchabun province.

Objectives of Study

A. To study factors affecting surrounding communities’ cooperation towards sustainable tourism development of Khao Kho National Park, Lom Sak district, Phetchabun province.

Methodology and Data Analysis

This research use the quantitative research. the researchers have selected a samples from 350 people with descriptive statistics were frequency, percentage, average and standard deviation.

Literature Review

Factors influencing community participation

There are various ways through which communities can be involved in the tourism industry so as to attract their support and participation which in turn enhance development of the industry. This section will focus on and compare two factors: involvement in the tourism decision-making process; and employment opportunities.

Communities can participate in the decision-making process (Zhao and Ritchie, 2007; Li, 2005; Li, 2004; Tosun, 2000; Chok and Macbeth, 2007). One of the key underlying principles of pro-poor tourism clearly declares that local communities “must participate in tourism decisions if their livelihood priorities are to be reflected in the way tourism is developed” (Chok and Macbeth, 2007, p. 147) According to Zhao and Ritchie (2007) this can be achieved through engaging local communities as members in the public and tourism related decision making bodies

Results and Conclusion

- 1) The current condition of environmental management in Khao Kho National Park, Lom Sak district, Phetchabun province has a high level natural tourism management.
- 2) Factors including the community environment, the community connection, and the community cooperation in sustainable tourism development of Khao Kho National Park, Lom Sak district, Phetchabun province were in a neutral level.
- 3) A factor directly influencing the community cooperation in sustainable tourism development of Khao Kho National Park, Lom Sak district, Phetchabun province was the community connection.
- 4) Therefore, based on the results of the study, the relevant stake holders require creating more connections among the local people It may be started by listening to public opinions, requests, and suggestions in order to comprehend the needs of community members in the same way.

Suggestions

- 1) The province must integrate the cooperation among government sector, private sector, and civil society sector.
- 2) Local Administrative Organization in the Khao Kho district should integrate the tourism cooperation with every government sector in the community to develop the tourism capacity and cooperatively design the measures for prevention of natural resources and environment from break in of agriculture and resort construction which affected the tourism image in that area.
- 3) Local Administrative Organization in Khao Kho district should cooperatively study the waste managementsystem to cope with waste problem solving and its protection affecting tourism.

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BESSH-16**Quality of Life in Working and Academic Personnel's Organizational Engagement of Rajabhat Universities in Rattanakosin Group**Narin Yuenthon^{1*}, Marndarath Suksanga²^{1,2}*Suan Sunandha Rajabhat University, Bangkok, Thailand*

Abstract

The objective of this study was to study the quality of life in working and engagement or bond feeling level to one's organization. It was found that the quality of work life could explain the bond to one's organization to 42.1 % whereas 5 components influencing to the bond to the organization were the pride that one's organization had social value, income and sufficient and fair remuneration, balance of working life and private life, administrative characteristic and good mutual relation in working together.

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Keywords— Quality of Life in Working, Personnel's Organizational Engagement, Rajabhat Universities

Introduction

Making the personnel to feel love and bond to one's organization is what every organization is interested and talking about it more and more currently because such function has become a mission every organization must push to create it.

Additionally, how an organization can continuously maintain the growth rate and competitive competency to a higher level, it needs to have high potential personnel in sufficient numbers, including the need to maintain or keep them not to think of retirement. Simultaneously, they must be stimulated and motivated to dedicate their power, physically and mentally, to full will power and they wish to create something that is excellent performance to the organization. Especially when the ASEAN Economic Community (AEC) is formally taken into effect, it will make this region subjected to liberation of investment movement, including the finance, goods, services and labour among countries in the ASEAN group. Personnel can look for new job, new opportunity to progress, easily to get higher remuneration in other organizations, both domestically and internationally.

The necessity that an organization has to maintain its growth rate and maintain its competitive capability in the existing or higher level continuously (Benjaporn Yaemjamuang, 2016). It has to adjust or adapt its managerial practice or procedure so that its various internal systems can respond to the challenging targets and keep pace with the change of environment, including the vigorous competition in each year. Such changes are inevitably creating pressure to the personnel.

Whether the amount of work load that must be done)by using the same personnel power(, quality of work expected for betterment, dedication of more time to work, etc. It is a cause making the personnel to resign because they are unhappy in working. Higher resignation rate in each year is virtually measurable index reflecting that the organization cannot make its personnel to feel happy and enjoy with the increasingly challenging tasks. For personnel who can withstand the pressure of work load and do not think of the resignation, it does not mean that they will dedicate to working and create the performance according to organization's expectation. Therefore, to reduce the turnover rate of personnel with high potential while encouraging and motivating such personnel to dedicate their will entirely to working in the organization, has therefore become the challenging question in the creation of engagement to be concretely implemented that each organization modern era must accelerate.

From the background mentioned above, it is obvious that the educational crisis in Thailand at present is urgently necessary to develop. One key solution is personnel, especially the academic personnel or faculty who have to bear a big load of duty to produce graduates for the country. Hence, the researcher therefore realized this importance so the research project on " Quality of Life in Working and Academic Personnel's Organizational Engagement of Rajabhat Universities in Rattanakosin Group " had been prepared with the main objective to study what were the factors which

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affected the engagement or bond of the faculty of Rajabhat Universities in Ratanakosin Group and to test whether the relationship between employee's engagement was related to the operation effectiveness of Rajabhat Universities in Ratanakosin Group or not. If the research result showed that employee's engagement is related to the university's operation effectiveness, this research will be synthesized as a guidelines manual to stimulate and encourage engagement of the academic faculty line of Rajabhat Universities in Ratanakosin Group further.

Objectives of Study

A. To study the level of quality of life in working and the engagement or bond of academic faculty line in Rajabhat Universities in Ratanakosin Group.

B. To study the level of quality of life in working and the engagement or bond of academic faculty line in Rajabhat Universities in Ratanakosin Group.

Methodology and Data Analysis

This study had applied the quantitative research methods, the population participated in the research were the academic personnel of Rajabhat Universities in Ratanakosin Group, totally 1,334 persons. The researcher randomly conducted the sample group by calculation according to Yamane's formula to get the sample size of 308 people. The instrument used in the study were questionnaires and the data were collected with Accidental Sampling method. The data were analyzed by using Descriptive Statistics which were percentage, mean (\bar{X}) and the standard deviation: SD, and the usage of inferential statistics to test the hypothesis.

Literature Review

Definition of Employee Engagement

To date, there is no single and generally accepted definition for the term employee engagement. This is evident if one looks at the definitions forwarded for the term by three well-known research organizations in human resource area, let alone individual researchers. Below are the definitions:

Perrin's Global Workforce Study (2003) uses the definition "employees' willingness and ability to help their company succeed, largely by providing discretionary effort on a sustainable basis." According to the study, engagement is affected by many factors which involve both emotional and rational factors relating to work and the overall work experience.

Gallup organization defines employee engagement as the involvement with and enthusiasm for work. Gallup as cited by Dernovsek (2008) likens employee engagement to a positive employees' emotional attachment and employees' commitment.

Robinson et al. (2004) define employee engagement as "a positive attitude held by the employee towards the organization and its value. An engaged employee is aware of business context, and works with colleagues to improve performance within the job for the benefit of the organization. The organization must work to develop and nurture engagement, which requires a two-way relationship between employer and employee."

Results and Conclusion

From the analytical result of the data, it was found that the level of commitment or bond to organization of the academic faculty of Rajabhat Universities in Ratanakosin Group had total mean equally to 3.68 (Table 1).

Table 1:

Mean and Standard Deviation of the Engagement Factor to the Organization

Engagement Factor to the Organization	\bar{X}	SD
1. Vigorous confidence in acceptance of the goal and value of the organization	3.62	0.60
2. Willingness to dedicate their effort to the organization	3.84	0.56
3. Desire to maintain their membership in the organization	3.59	0.76
Total engagement to the organization	3.68	0.52

For the quality of life in working of the academic faculty of Rajabhat Universities in Ratanakosin Group, it was found to have the total mean equally 3.32 (Table 2).

Table 2

Mean and Standard Deviation of the Life Quality Factor in Working

Life Quality Factor in Working	\bar{X}	SD
1. Sufficient and fair income and remuneration	3.35	0.53
2. Safe environment and sanitation	3.11	0.74
3. Potential development opportunities	3.30	0.70

Life Quality Factor in Working	\bar{X}	SD
4. Progression and stability	3.16	0.72
5. Good relation in working together	3.52	0.58
6. Administrative characteristics	3.46	0.61
7. Balance between working life and personal life	3.30	0.62
8. Pride in organization's social value	3.39	0.61
Total Life Quality in Working	3.32	0.42

From the study, the hypothesis testing result could be summarized that the sufficient and fair income and remuneration, good mutual relation in working together, management styles, balance between working life and personal life and pride in organization's social value, could individually enhance creation of engagement or bond to the academic faculty of Rajabhat Universities in Ratanakosin Group at 42.1%¹

Suggestions

Executives should give priority to enhancement of life quality in working aspects that influences more engagement or bond to the organization which will positively result to the morale and will power of the personnel, including the organization's efficiency and effectiveness. For the factors which do not influence the organization's engagement, they should not be ignored or neglected, they should similarly be given the same priority so as to create the morale and will power in the performance of the personnel.

Acknowledgment

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BESSH-16

The Implement of Small Business around Institutions in Dusit Area by Requiring Customer Service Marketing Mix

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Abstract

This research paper was aimed to investigate a relationship between the customer service marketing mix and the level of customers' satisfaction from purchasing goods and service around institutions in Dusit Area. Based on the survey of 200 customers who frequency purchased goods and service around campus, the level of satisfaction for each factor of marketing mix was reached. An accidental random Sampling was applied by using questionnaire in collecting the data. The findings revealed that the means values can help to rank these variables from high to low mean as follows: 1) Forms and System of Service, 2) Physical Environment of Service Center, 3) Service from Staff and Employee, 4) Product Quality and Service, 5) Market Chanel and Distribution, 6) Market Price, and 7) Market Promotion and Distribution.

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Keywords— Service Marketing Mix, Satisfaction, Small Business

Introduction

SMALL business is the driving force of Thailand economy and produce many local jobs in every community (Benjaporn Yaemjamuang, 2016). Even though many small businesses may not use a substantial of Marketing plan and campaign, all small businesses are under the influence of marketing technique and consumers' interaction of supply and demand (P. Kotler, 2003). The business around campus has been growing along with an increasing demand of for higher education results in high number of students around the campus.

Literature Review

Marketing mix for small businesses can be defined as the ability of small businesses to make customer recognize the information about the specific brand, unique products and service, and make customers willing to purchase the specific brand or at specific store as well as the ability to distinguish the specific brand from other brands. In addition, marketing mix can increase brand loyalty or store loyalty which can be defined as a positive feedback from consumers, a willingness from consumers to repurchase, and willingness from satisfied customers to recommend the product or service to other consumers. In terms of store loyalty, many experts and researchers have discussed that which indicator is the best indicator in order to measure the importance of store loyalty. Many experts and researchers believe that intent to purchase and repurchase at the specific store is the best indicator of store loyalty (Siriwan, 2003). Importantly, marketing mix has an important role to enhance the achievement of store loyalty. The conceptual framework is shown in fig. 1.

Methodology and Data Analysis

This research study was conducted in order to investigate a relationship between the service marketing mix and customers' level of satisfaction in each factor of marketing mix. The question of this research was that Is there any a relationship between the level of satisfaction from customers? and How? Based on the idea of service marketing theory and service behaviour theory of Kotler (P. Kotler, 2010), the conceptual framework visualized the service marketing mix of independent variables, to be product and service, price, place, promotion, people, physical evidence and process, and customers' level of satisfaction as dependent variable. Based on 200 customers who purchased the goods and service around campus, the questionnaire was used as a research tool to elicit the data information. Taro Yamane technique was performed and 15 pilot study was tested to ascertain that all questions passed the test of 0.70 Craonbach Alpha (T. Yamane, 1973; K. Wanichbancha, 2001)

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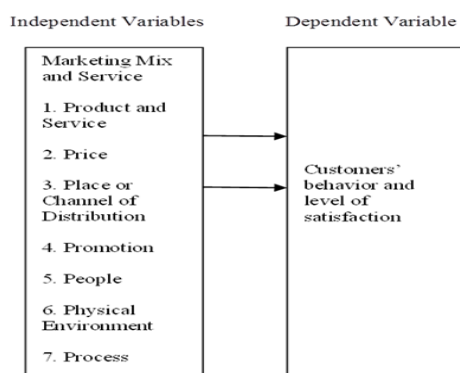


Figure 1: Conceptual Framework

Table 1
Cronbach Alpha Coefficient (Reliability)

	Alpha Coefficient
Category	
1. Product Quality and Service	.76
2. Market Price	.79
3. Market Channel of Distribution	.88
4. Market Promotion and Advertising	.71
5. The Service from Staff and Employees	.72
6. Physical Environment of the Service Center	.75
7. Forms and System of Service	.76

Table I shows the reliability level by using Cronbach Alpha Coefficient. If the value of Cronbach Alpha Coefficient passed the test since all the value was more than 0.70, the questionnaire was reliable enough to use for collecting data.

Results and Discussion

The demographic findings revealed that the majority of the respondents were male and female at the same proportion, aged between 7 - 21 years old. The majority was in primary school and secondary school was their highest level of education. Most of the respondents were students with an average income per month between 3,600 - 2,000 Baht.

Table 2:
Mean and Standard Deviation

	Mean	Standard Deviation	Level of Opinion
Category			
1. Product Quality and Service	3.55	.876	Good
2. Market Price	3.12	.771	Medium
3. Market Channel of Distribution	3.46	.451	Medium
4. Market Promotion and Distribution	3.11	.913	Medium
5. The Service from Staff and Employees	3.59	.678	Good
6. Physical Environment of Service Center			
7. Forms and System of Service	3.57	.589	Good
	3.88	.791	Good

Table II shows means and standard deviations of seven market variables or categories. The means values can help to rank these variables from high to low mean as follows: 1) Forms and System of Service, 2) Physical Environment of Service Center, 3) Service from Staff and Employee, 4) Product Quality and Service, 5) Market

Channel and Distribution, 6) Market Price, and 7) Market Promotion and Distribution. The marketing mix of product and service revealed to be perceived by the customers at a medium level reflects the reason why the small businesses around campus should put more concern on providing a better service.

Conclusion and Future Studies

Since this research study used mainly quantitative method to find and obtain the findings, the major limitation came from the incomplete information. Therefore, a mixed method of qualitative and quantitative method might be better in order to search for the relevant information and to obtain answers that represent the overall opinion which may be analyzed from the express opinions of both local customers and store owners. Therefore, the findings of this study may not be generalized beyond this sample group. In addition, future research should use a random sampling technique with a large and diverse representative.

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BESSH-16

Evaluation of Thai Tourists' Expectation towards Cultural-based Tourism in Old Phuket Town

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Abstract

Phuket is the biggest island in Thailand, on the Andaman Sea of Southern Thailand, has been widely recognized not only nature-based tourism, but also cultural-based tourism destination. This research aims at evaluate the expectation, perception, and satisfaction of Thai tourists towards cultural-based tourism in old Phuket town, Phuket province for developing medias and advertisements in public relations on this kind of tourism to local government, business sectors, other party and local people. Quantitative research method was applied in this study by using questionnaires as a data collection instrument. The survey was conducted in Phuket, Thailand during January to March of 2016. A total of 400 Thai tourists were elicited as data input for percentage, mean, standard deviation, T-test, and ANOVA. The findings of the study revealed that the majority of respondents were female, married, with age between 20-29 years old, and being the first-time visitors to Phuket. Most of them came from the Northern provinces of Thailand. Besides, the majority of tourists were satisfied with cultural-based tourism in Old Phuket Town in term of expectation was ranked in the high score in all aspects such as the local way of life, community, environment, history, geography, etc. On the other hand, the score of perception was lower than expectation aspects. The suggestion of this study is to encourage Thai tourists to revisit Old Phuket town by using much more Medias and advertisements in public relations to promote them as an outstanding city like Sino- Portuguese building, the beautiful architecture along the road, use it as the symbol of cultural-based tourism in Phuket.

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Keywords— Cultural-based Tourism, Expectation, Perception, Satisfaction, Thai Tourists

Introduction

In the 21st century is a development era for social movement as well as better way of living. It's necessary to find out the right ways by using proper information and reliable knowledge. Tourism industry is crucial in Thailand's economy because of not only generates high income to our country, but also indirectly in sectors such as lodging business, restaurant, souvenir shops and transportation (Bua Srikos, 2016). Thai Tourist's Statistic in 2012 stated that Thai tourists traveled within Thailand more over 86 millions/time which cause the circular flow of income within our country by average THB 588,866 millions. Domestic travel is an income distribution to all around the country. The most attractive destinations from Thai travelers are Bangkok, Chiang Mai, Phuket, Pattaya, Rayong and Kanchanaburi (Thailand Tourism Development Plan, 2555). However, this high level of competition demands a creative and unique approach like cultural-based tourism (Karnjana Sanglimsuwan and Saranya Sanglimsuwan, 2556)

Phuket is one of the provinces that pay attention to trend of cultural-based tourism by uniqueness both natural resources and cultural diversity. All around the world tourist's known as "Pearl of Andaman" surrounding by sea, beaches and mountains. Besides, there are cultural resources in widest sense: for traditional, archaeological, historical sites. This beautiful province is supported and promoted by government, private sector and local community in order to seek for cultural-based tourism development in sustainability and efficiency ways. By Medias, advertisement and public relation to attract our target group that created cultural-based tourism image in the future.



Figure 1: Sino-Portuguese Building, cultural trails and Thai Hua Museum (www.oldphuketfoundation.org)

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Objectives/Research Methodology

This research aims 1) To examine the expectations and perceptions on Thai tourists towards cultural-based tourism in old Phuket town, 2.)To examine tourists' satisfaction by comparing the expectations and perceptions of Thai tourists towards cultural-based tourism in old Phuket town, and 3.) Phuket province for developing Medias and advertisements in public relations on this kind of tourism to local government, business sectors, other party and local people.

Quantitative research method was applied in this study by using questionnaires as a data collection instrument. The survey was conducted by convenience or accidental sampling in Phuket Province, Thailand during January to March of 2016. A total of 400 Thai tourists were elicited as data input for percentage, mean, standard deviation, T-test, and ANOVA.

Results

The findings of the study revealed that the majority of respondents are being the first-time visitors to Phuket with 49.0% while 31.0% visited here for several times. Most of them (36.2%) came from the Northern provinces of Thailand and 27.5% from Central of Thailand. Among them, 83.8% were female and only 16.2% were male. Most of the respondents were in the age of 20-29 year-old, followed by 35-39 year-old. The greater number was at 66.5% of the married respondents and nearly 31% were single. For the occupations, mostly are business owners with 42.0%, and came after Private Corporation with 26.5%. Mainly salary was over THB 30,001 per month while 28.0% had salary between THB 25,001-30,000 per month as shown in Table 1.

Table 1
Number and Percentage of Demography of Respondents

General information	Number of respondent (Pax)	Percentage
1. Gender		
- Male	65	16.2
- Female	335	83.8
Total	400	100
2. Age		
- 20-29 year-old	130	32.5
- 30-34 year-old	110	27.5
- 35-39 year-old	114	28.5
- 40 year-old or above	46	11.5
Total	400	100
3. Occupation		
- Government Officer	81	20.3
- Corporate Employee	106	26.5
- Own business	168	42.0
- Other, please indicate	45	11.2
Total	400	100
4. Marital status		
- Single	123	30.8
- Married	266	66.5
- divorce	11	2.7
Total	400	100.0
5. Salary		
- 15,000-20,000 Baht	51	12.7
- 20,001-25,000 Baht	111	27.8
- 25,001-30,000 Baht	112	28.0
- 30,001 Baht or above	126	31.5
Total	400	100.0
6. Hometown		
- Northern Thailand	145	36.2

- Central Thailand	110	27.5
- Northeastern Thailand	37	9.3
- Southern Thailand	46	11.5
- Eastern Thailand	26	6.5
- Western Thailand	36	9.0
Total	400	100.00
7. Have you ever visit in Phuket / No. of Time		
- First time	196	49.0
- Several times	124	31.0
- 4-5 times	29	7.2
- More than 5 times	51	12.8
Total	400	100.00

For expectation aspects, the majority of tourists were satisfied with cultural-based tourism in Old Phuket Town in term of expectation was ranked in the high score in all aspects such as the local way of life, community, environment, history, geography, etc. The highest score was the beautiful Architecture of Sino-Portuguese building, impressive of traditional performance, appropriated cultural trails of Sino-Portuguese building and environmental impact by cultural-based tourism mean at 4.66.

Mostly, tourist's satisfaction by perception aspects was moderate and found that the lowest score at 3.66 were providing cultural-based tourism knowledge and information to Thai tourists to create awareness among them including realized the value and significant of cultural-based tourism, and lack of medias and advertisement.

In brief, the varieties of Thai tourist demography and different in gender caused differently satisfy in tourism when compare between expectations and perceptions of cultural-based tourism. By the way, the score showed that expectations towards tourism in Old Phuket town were higher than perception aspects as the results above. The researcher sorted out that Thai tourist would tend to lower their revisit intentions.

Conclusions and Discussion

As a result of study "Evaluating Thai Tourists' Expectation and Perception on Cultural-based Tourism in Old Phuket Town" as following important details;

1) For expectation aspects, the majority of tourists were satisfied with cultural-based tourism in Old Phuket Town in term of expectation was ranked in the high score in all aspects conform with the research of Tadchapong Asavapromtada (2550) who studied "To Examine Thai Tourists' Expectation and Perception on Tourism Management in Amphawa Floating Market, Samut Songkram Province". It found that expectations of the tourism resources management and hospitality were lower than perception ones. To sum up, Thai tourists dissatisfied with the management system of Amphawa Floating Market in every ways. And similar to the research of Pornsiri Binnaravee (2555), she studied about Thai Tourists' Expectation and Perception towards Tourism in Pai, Mae Hong Son Province. When compared the expectations and perceptions of tourism in Pai, the result was likely lead to tourists' dissatisfaction, especially disappointed ones were the services and the lifestyle and local culture.

2) The varieties of Thai tourist demography stated that the different in gender, occupation, marital status, and duration of visit in Phuket caused different in satisfactions, expectations and perception towards cultural-based tourism which similar to research of Gaysorn Kholthanasep (2544), who studied "Expectations and Perceptions in hospitality service to 5 stars hotels in Bangkok". It found that the majority of guests were female, in age of 34-40 year-old, graduated Bachelor degree, and work in corporate companies which received salary between 15,001-25,000 Baht. Most of them used function rooms for meetings. The result of study showed that the comparison of the expectations were different with perceptions for hospitality service including age, purpose, level of salary, and level of education. And matching with the research of Sasitorn Chetanont (2558), who studied "Behaviors and Expectation of Chinese Tourists towards Tourism Management in Bangkok", mentioned that basic information of the respondents, that is gender, age, marital status, education level, current position, and average monthly income had effected to expectation of Chinese tourists towards tourism management in Bangkok.

As a result of study "Evaluating Thai Tourists' Expectation and Perception on Cultural-based Tourism in Old Phuket Town", the researcher has some suggestions to all concerns as below details;

1) To arrange good security system on cultural trails in Old Phuket Town due to the majority of Thai tourists is female.

2) To preserve and conserve the historical site, keep up the uniqueness of the old town where is marked with long history of Phuket. In addition to taking care of surrounding area to create nice atmosphere that made tourists more

attractive to revisit.

3) To arrange local guide, especially the people who live in Phuket, provide knowledge and information about historical site of Old Phuket Town.

4) To encourage Thai tourists to revisit Old Phuket town by using much more Medias and advertisements in public relations to promote them as an outstanding city, inclusive of local products, this is an interesting and valuable culture to conserve them.

Finally, the researcher would like to give recommendation to the next research likely;

1) To examine Foreign Tourists' Expectation and Perception on Cultural-based Tourism in Old Phuket Town", and compare with Thai tourists in order to study the different aspects among them.

2) To examine tourist's attitude on Cultural-based Tourism to improve and develop tourism in the better way.

3) To study making decision factors of beautiful destination and various way of living.

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BESSH-16

The Influential Factors of Thai Tourist to Select Accommodation in Bangkok

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Abstract

The objective of this research study is to study mixed marketing factors and the correlation between these factors and decisions of Thai tourists in selecting accommodation services; mixed marketing factors; and the problems and recommendations that effect decision-making. Statistics used in data analysis included frequency, percentage, average, value, standard deviation, independent sample t-test, One Way ANOVA, Fisher's Least Significant Difference (LSD) test, and Pearson Correlation Co-Efficiency. The result showed that mixed marketing factors affect decision-making regarding the selection of accommodation services. These were organized from greater to smaller effects, namely: the aspect of the accommodation and quality of service; the aspect of site and distribution channel; the aspect of service personnel performance and physical characteristics; the aspect of service process, marketing campaign, and pricing. These factors greatly effect selections of accommodation service by Thai tourists. Personal factors that affect decision-making in selecting accommodations by Thai tourists were: gender, domicile, age, education level, occupation, marital status, and income of the tourists; lodging experiences by Thai tourists and mixed marketing factors related to accommodation and quality of services; site and channel of distribution; marketing promotion; service personnel; service process and physical characteristics were all correlated.

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Keywords— Affecting Factors, Service Selection, Tourists, Hotels

Introduction

The tourism industry can be considered a main business that creates income for the country and widely benefits businesses, including both businesses directly related to tourism and those indirectly related. Examples include accommodations, transportation, tour and logistics, food, financial, souvenir and telecommunications business, as well as the production of agricultural products, OTOP products, handmade artifacts and products based on local knowledge. The tourism industry plays a prominent role in creating income and jobs, resulting in positive effects to the economy and society.

Bangkok, as the capital of Thailand, is the center of progress in every area and the central administrative seat, as well as serving as the center for economy, education, culture and good transportation, including international contact. For this reason, Bangkok is chosen as the first place to visit by tourists. Bangkok is a source of varied and plentiful tour sites, both during the day and night. Therefore, tourism can take place at all times without needing a large budget.

The hotel business is directly related to the tourism industry, and is important to creating income and jobs (Weera Weerasophon, 2016). The hotel business covers a wide variety of enterprises, such as hotels, resorts, guesthouses, condominiums, rented houses, apartments, motels bungalows, hostels, and campgrounds. Each form has many rates, depending on the size of the lodging, facilities, services, safety, and convenience in transportation. A tourist's choice of lodging depends on many factors, such as income, personal preference, and the intended destination. The hotel business creates a considerable amount of income for Thailand, gained through the accommodations and services chosen by the tourists. From 2010 statistics, it was found that 7,216,577 foreign tourists lodged in Bangkok.

Objectives of Study

- A. To study the level of mixed marketing factors that affect the selection of accommodation services by Thai tourists in Bangkok.
- B. To study the composition factors of the market that affect the selection of accommodation services by Thai tourists in Bangkok, categorized by personal factors of the tourists.
- C. To study the correlation of the factor of lodging experience of foreign tourists and the selection of accommodation services according to compositions factors of the market.

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- D. To study problems and recommendations regarding the selection of accommodation services by Thai tourists in Bangkok.

Methodology and Data Analysis

This study was made by quantitative research of a sample population of 400 people in the research area, namely, Thai tourists who are domiciled in other provinces whom have traveled to tour and lodge in Bangkok. The data was gathered by random sampling to distribute questionnaires that were divided into 4 sections. The first section was to record basic information of the respondent; the second section was made up of questions regarding the lodging experiences of the respondents; the third part contained questions about the decisions leading to a selection of accommodation services by the tourists, according to composition factors of the market; and lastly, the fourth section contained questions to study the problems and recommendations of the respondents.

After compiling the data gained from the questionnaires and checking for correctness and completeness, the researcher analyzed the data by using the SPSS program, descriptive statistics in the first section of the questionnaire and the lodging experience of the respondent in the second section, by finding the frequency and percentage; for the third section, the mean and standard deviation was found and the data analyzed by using inferential statistics to test the hypothesis and the variation between the two groups independently of each other by independent t-test and ANOVA. The correlation was tested and analyzed using regression analysis statistical value.

Results and Discussion

The researcher summarized and discussed the results from the study on factors affecting the selection of accommodation by Thai tourists in the Bangkok area, as well as offering recommendations as follows:

First section: in summary of the personal factors of the sample group, the majority of the sample group male, domiciled in the northern region, aged 25 – 35 years, having an education level higher than a bachelor's degree, were office employees, single and earned a salary of 40,001 – 50,000 THB.

Second section: from the study of the market composition factors that affect the selection of accommodations by Thai tourists in Bangkok, in order of greatest affecting factor to least affecting factor, it was found that the mean for the aspect of accommodations and services was 4.21; the mean for the aspect of site or channel of distribution was 4.16; the mean for the aspect of the aspect of service personal performance and physical character was 4.14; the mean for the aspect of service process was 4.13; the mean for the aspect of marketing campaign was 4.08; and the mean for the aspect of pricing was 4.07. Every aspect of market composition greatly affected the selection of accommodation services by Thai tourists.

Third section: regarding factors affecting the selection of accommodation by Thai tourists in the Bangkok area, the personal factors that affected the mean score of market composition factors affecting factors the selection of accommodation by Thai tourists in the Bangkok area were the gender, domicile, age, level of education, occupation, marital status and income of the tourists.

Fourth section: there was correlation between the factor of lodging experience of Thai tourists and the selection of accommodation services according to compositions factors of the market, lodging experience of foreign tourists and the selection of accommodation services according to compositions factors of the market in the aspect of accommodations and services, price, site or channel of distribution, marketing promotion, the aspect of service personnel performance, the aspect of service process, and the aspect of service personal performance and physical characteristics.

Fifth section: from the study on problems and recommendations of the respondents regarding the selection of accommodation by Thai tourists in the Bangkok area, the following was found: 1) there should be signs clearly stating the price of each service in order to prevent the tourist from being taken advantage of by the operator; 2) there should be standard prices for products, because currently accommodation prices skyrocket during holiday season; 3) the service by personnel should be improved appropriate to the lodging price; 4) the accommodations should have safety standards for the life and possessions of the tourists.

Conclusion

Organized from greater to smaller effects, the market composition factors that affect the selection of accommodation by Thai tourists in the Bangkok area are namely: the aspect of the accommodation and quality of service; the aspect of site and distribution channel; the aspect of service personnel performance and physical characteristics; the aspect of service process, the aspect of marketing campaign, and the aspect of pricing. Every aspect of market composition greatly affected the selection of accommodation services by Thai tourists. This shows that the market composition factors affecting the selection of accommodation services vary. Fundamentally, there are

4 aspects; namely, product, price, channel of distribution and marketing promotion. However, for the service industry, market composition factors differ from market composition factors of general products, specifically, there must be emphasis on personnel, service process, and the physical surroundings. These three components are the main factors in service delivery. Therefore, the market composition factors of service are composed of the “7 P’s”: product and service, price, place, promotion of market, personnel, process of service and physical surroundings. The main factors in the aspect of accommodations and service most affect the selection of services by tourists are products, which are composed of form and characteristics, including the services related to those products. The most important part of the product aspect is determination to develop something to meets the needs of the consumer. The product market composition factors are given the most importance by tourists, and used to consider the selection of produce. If it is possible to create a product (which in this context means accommodations and services) that has quality, utility and value in the eyes of the client, the result will be successful sales of rooms.

Recommendations

- 1) Accommodation businesses and those involved should improve the method of determining the accommodation and service price to be standardized and clear, not raised and lowered according to the holiday or tourist season.
- 2) Accommodation businesses and those involved should improve all areas of service for the tourists, including manners, attention to the tourist and service ethic.
- 3) Accommodation businesses and those involved should continually develop marketing strategy by distinguishing various forms of service in order to completely and directly meet the demands of the consumers.
- 4) At the accommodations, there should be safety standards for the life and possessions of the tourists to protect them from harm and loss of possessions.

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BESSH-16

Application of Good Governance in the Inspection Organization to Monitor the State's Power Exercise in ThailandMathinee Khongsatid^{1*}, Marndarath Suksanga²^{1, 2}*Suan Sunandha Rajabhat University, Bangkok, Thailand*

Abstract

The researcher was therefore interested in studying on the inspection organization of the state's power exercise in Thailand which was established by the Constitution of the Kingdom of Thailand, B.E. 2540 and the Constitution of the Kingdom of Thailand, B.E. 2550 of all 8 organizations, namely, 1) Constitutional Court, 2) Court of Justice, 3) Administrative Court 4) The Election Commission of Thailand 5) The National Counter Corruption Commission 6) The National Human Rights Commission of Thailand 7) The Ombudsman and 8) The Auditor General of Thailand, whether they have really applied the governance principle to be used in the inspection process of the state's powers exercise or not, and how much extent the principle of good governance is implemented in the administration within the organization itself. The results have to adoption of good governance to be used in the inspection process of the state's power exercise in Thailand. All 8 inspection organizations of the state's power exercise in Thailand, including the Constitutional Court, the Court of Justice, the Administrative Court, the Election Commission of Thailand, the National Counter Corruption Commission, the National Human Rights Commission of Thailand, the Ombudsman and the Auditor General of Thailand had adopted the governance principle which consist of Rule of law, the Virtue, Transparency, Participation, Responsibility and Cost-effectiveness to be adjustably implemented concretely as well as there were instilment and creation of consciousness to the personnel in each organization to hold to governance principle to be strictly adopted.

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Keywords— Public Participation, Sustainable Tourism Development, Khao Kho National Park

Introduction

The Constitution of the Kingdom of Thailand B.E. 2540 (1997) was Thailand's first constitution which accepted the principle that the ruler's power exercise must be controllable by the ruled people and it can be deemed the constitution mostly brought the constitutionism concept to be used, i.e. the constitution has prescribed the state's power exercise structure into tiers, namely, separation of the power, inspection of power exercise and reorganization of people's liberty and rights. After the Constitution of the Kingdom of Thailand B.E.2540 became effective, there were new organizations established and one among them was the organization whose authority to inspect or investigate the exercise with essential principle enable the inspection process of the state's power exercise to be done with real efficiency and effectiveness (Woraphochara Chankhanti, 2008). However, the inspection mechanism of the state's power exercise in pursuant to the Constitution of the Kingdom of Thailand, B.E. 2540 could not be continued as its intention. There were many arisen political problems which made the state's power exercise inspection continued inefficiently. The inspection organization was under the domination of the administrative tier which intervened from the recruitment process for the head of the inspection organization until the organization could not perform its function as assigned by the constitution. One important issue that should be solved urgently to establish the vigorous inspection organization which really has power, standard, independence, as well as transparency and examinability (Marndarath Suksanga, 2016). So as to create the confidence and good image of Thailand in the worldly society further. How to have such good attributes concretely originated, it is very necessary to adopt the good governance to be applied in the organization and the inspection process of the state's power exercise. This is due to the governance principle is a new concept which emphasizes to originate the good administration, with transparency, examinability, having concisely responsible leader who is ready and can explain every step of the inspection wherefore the components of good governance principle according to the Regulation on the Creation of Good National and Social Administration B.E. 2542 consisting of 1) Rule of law, 2) Virtue 3) Transparency 4) Participation 5) Responsibility and 6) Cost-effectiveness.

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The researcher was therefore interested in studying on the inspection organization of the state's power exercise in Thailand which was established by the Constitution of the Kingdom of Thailand, B.E. 2540 and the Constitution of the Kingdom of Thailand, B.E. 2550 of all 8 organizations, namely, 1) Constitutional Court , 2) Court of Justice , 3) Administrative Court 4) The Election Commission of Thailand 5) The National Counter Corruption Commission 6) The National Human Rights Commission of Thailand 7) The Ombudsman and 8) The Auditor General of Thailand, whether they have really applied the governance principle to be used in the inspection process of the state's powers exercise or not, and how much extent the principle of good governance is implemented in the administration within the organization itself. This research result would be used as the basic data to the interested citizens or related organizations to reform, improve, change inspection organization of the state's power exercise to have efficiency to perform its duty or function in relevant to the constitution's real intention and it would generate new knowledge body about the governance to be applied in the inspection organization of the state's power exercise in Thailand. This can be improved, added to the teaching / learning content in the subjects about the control and inspection by public in the curriculum of Bachelor of Public Administration, Faculty of Humanities and Social Science, Suan Sunandha Rajabhat University.

Objectives of Study

A. To study the implementation of the good governance principle in the inspection process of the state's power exercise of such inspection organization in Thailand.

B. To study the implementation of the good governance principle to be used in administration within the inspection organization of the state's power exercise in Thailand.

Methodology and Data Analysis

The population used in this qualitative research included governmental executives and officials / employees, practitioner level of 8 inspection organizations of the state's power exercise in Thailand, including 1) Constitutional Court , 2) Court of Justice , 3) Administrative Court 4) The Election Commission of Thailand 5) The National Counter Corruption Commission 6) The National Human Rights Commission of Thailand 7) The Ombudsman and 8) The Auditor General of Thailand.

The data giving group for quantitative research were the official / employees, practitioner level of 8 inspection organizations of the state's power exercise in Thailand, 20 personnel each organization, total 160 people.

Results

All 8 inspection organizations of the state's power exercise in Thailand, including the Constitutional Court, the Court of Justice, the Administrative Court, the Election Commission of Thailand, the National Counter Corruption Commission, the National Human Rights Commission of Thailand, the Ombudsman and the Auditor General of Thailand had adopted the governance principle which consist of Rule of law, the Virtue, Transparency, Participation, Responsibility and Cost-effectiveness to be adjustably implemented concretely as well as there were instilment and creation of consciousness to the personnel in each organization to hold to governance principle to be strictly adopted.

Besides, all 8 inspection organizations of the state's power exercise in Thailand, had also adopted the good governance principle in management within their organizations in the very much level with total mean equally to 3.92, standard deviation equaled to 0.18.

Conclusion

The adoption of good governance to be used in the inspection process of the state's power exercise in Thailand. All 8 inspection organizations of the state's power exercise in Thailand, including the Constitutional Court, the Court of Justice, the Administrative Court, the Election Commission of Thailand, the National Counter Corruption Commission, the National Human Rights Commission of Thailand, the Ombudsman and the Auditor General of Thailand had adopted the governance principle which consist of Rule of law, the Virtue, Transparency, Participation, Responsibility and Cost-effectiveness to be adjustably implemented concretely as well as there were instilment and creation of consciousness to the personnel in each organization to hold to governance principle to be strictly adopted.

The adoption of good governance to be used in the inspection process of the state's power exercise in Thailand.

The Constitutional Court had adopted the good governance in management within its organization in the very much level with mean equaled to 4.03, standard deviation equaled to .16 . The Court of Justice had adopted the good governance in management within its organization in the very much level with mean equaled to 3.98, standard deviation equaled to .17. The Administrative Court had adopted the good governance in management within its organization in the very much level with mean equaled to 3.95, standard deviation equaled to .17. The Election Commission of Thailand had adopted the good governance in management within its organization in the very much

level with mean equaled to 3.93, standard deviation equaled to .18. The National Counter Corruption Commission had adopted the good governance in management within its organization in the very much level with mean equaled to 3.91, standard deviation equaled to .18. The National Human Rights Commission of Thailand had adopted the good governance in management within its organization in the very much level with mean equaled to 3.91, standard deviation equaled to .18. The Ombudsman had adopted the good governance in management within its organization in the very much level with mean equaled to 3.94, standard deviation equaled to .20. The Auditor General of Thailand had adopted the good governance in management within its organization in the very much level with mean equaled to 3.82, standard deviation equaled to .21.

Discussion

All 8 inspection organizations of the state's power exercise in Thailand, including the Constitutional Court, the Court of Justice, the Administrative Court, the Election Commission of Thailand, the National Counter Corruption Commission, the National Human Rights Commission of Thailand, the Ombudsman and the Auditor General of Thailand had adopted the governance principle which consist of Rule of law, the Virtue, Transparency, Participation, Responsibility and Cost-effectiveness to be adjustably implemented concretely both in part of compliance with the Organization's main mission and in part of the organization's internal administration. From the research result, it was found that the good governance had been applied in various organizations in the very much level which was very good to the pushing of Thailand's bureaucratic system to betterment. Hence, the administrators or organizations, including all functional personnel should collaboratively keep this level of compliance with the good governance to the power in the driving forward and development of the country under the good governance further.

In addition, the Government should promote or encourage all departments in the public sector as well as private sector to adopt prevalently the good governance principle in each organization by creation of motivation defined as the award accredited in the national level to all agencies or organizations, both government and private sectors which concretely comply with the principles of good governance. This is to instill consciousness and good image to Thailand further.

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BESSH-16

Life Affecting Factors Based on the Sufficiency Economy Philosophy of the 47 Communities in the Capital, Dusit District, Bangkok, Thailand

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Abstract

This research is to study the factors that affect the applications in the household and individual level based on the philosophy of sufficiency economy. The questionnaire was used to collect data samples 398 samples that were selected purposively. The qualifying age of 18 years for both men and women in urban areas was 47 in Dusit District of Bangkok, Thailand. The results showed that people in urban areas are the most knowledgeable about the sufficiency economy philosophy is at the highest level, in particular, the spending that takes into account the need to make a living and not extravagant. It is also positive that most average citizens should cherish the philosophy of sufficiency economy to work and live for lasting happiness. The public has a very high achievement motivation in having the determination and unwavering commitment to cherish the philosophy of sufficiency economy into practice in daily life of the practical activity of individual, household, and point out that the overall level, in particular, the use and conservation of natural resources and the environment about the economy such as turning off appliances when leaving the house or do not take advantage as of life. People pay more attention to careers and their family members as a profession of faith, where not hurting others is not investing sufficiently in excess of the commitment and adherence to the principles of respect for their religion. The application of that philosophy in mind to agree with the word "enough" to be developed, which was not persecuted and life satisfaction enough and will apply to their family members as well as behave in ways unrelentingly evil act according to religious principles always. Behave in a way that is good, persistent evil, behave according to religious principles, but in the community are not always apparent. But are living by themselves and their families adjust to changing situations. This is a guide to living a happy, is that the family members and adhere to professional integrity, not hurting others, known for modesty, not to invest too, despite the difficulties, it must be based on self-sufficiency, adhering to the principles and practice of religion, and conscious living, meditation, wisdom, moderation and travel. The most important factor is to empower people with the power to adhere to the philosophy of sufficiency economy such a high position of responsibility, to attend the training, and membership of social groups.

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Keywords— Influential Determinants, Myanmar workers Return Migration, Fishery Industry, Prachuap Khiri Khan Province

Introduction

The foundation of the philosophy of sufficiency economy is beginning officially on Thursday, July 18, 2517 the Graduation Ceremony of the Kasetsart University at University Hall, where the heart of the royal guidance as "Developing countries need to follow the order that to create basic enough to get the some of the mostly preliminary using methods and equipment that save (Nipon Sasithornsawapa, 2016). But theoretically correct after a fairly steady basis and practice it, where gradually builds gradually strengthen as economic growth and the higher you aim, but devoted the next building boom lift up the economy, but the fast one without an action plan related to the state of the country and people's consistent. It would be unbalanced on matters which may become cumbersome failed in the end. However, according to the civilized countries are experiencing serious economic problems at this time" (Bhumibol Adulyadej, King Rama the IXth, 2552 B.E.: 125). In addition, he always emphasized with royal guidance through the Chaipattana Foundation reflecting the importance of economic self-sufficiency of the country said as "Sufficient economy as the foundation of life is the solid foundation of the earth as the stake was hammered for building houses on it, where the construction is solid, it is at stake. But most people do not see the pile and forgot to hand over to the pile" (Bhumibol Adulyadej, King Rama the IXth, 2552 B.E.: 4) until the year 2542 B.E., where the Powered Committee Sufficiency (Office of Economic and Social Development Centre, 2550 B.E.: 8) summarized the philosophy of sufficiency economy just in the overall short and made public knowledge, understanding, and widely known as the "third ring two conditions," which is nonsense as follows:

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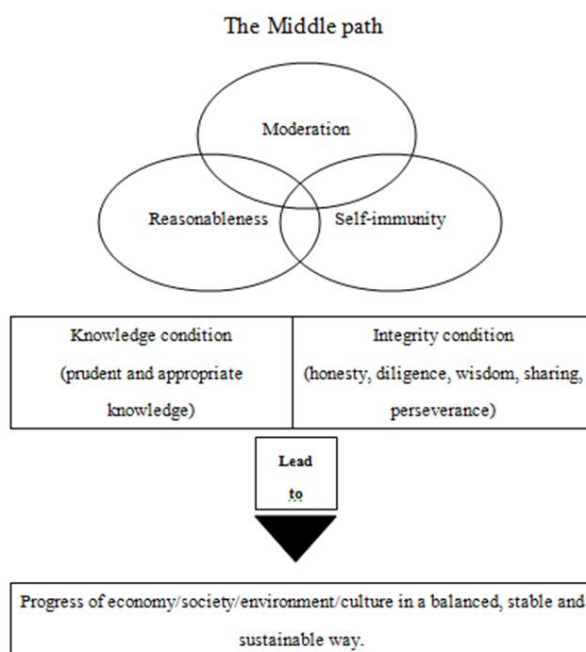


Figure 1: Sufficient Economy Philosophy

For over 40 years to get to know the people of Thailand, "Sufficiency Economy" continues in a variety of media channels, including television, radio, newspapers, the internet and other media that can be applied to the philosophy of sufficiency economy on many levels including individual, family, community, nation, many professional groups, many government agencies, private sector, which is available to everyone, all professions, all classes and all classes grassroots bourgeois elites must consciousness that have faith and to practice self-esteem and then extends to the family, community, society and country. However, in today's society, Thailand must inevitably confront globalization assailed continually causing changes in many aspects of economic, political, social, cultural and environmental resources, which is hard to distinguish carefully to find the cause of what changes that were linked to each other, because such a process (Chaipattana Foundation, 2550 B.E.: 2-3) where the issues are more complex, especially urban communities. The effects of globalization will result before the public as a city. A habit of getting information from a communication channel results the policy of the government in development, the expansion of economic, industrial, commercial transportation to other cities, starting at first and then gradually expand into rural areas and provinces or next. The same effect happens in the social, economic and political dimensions would affect the city's economy. The economic base of the city is important, in the year 2540 B.E. in an economic bubble burst in the year 2540 B.E., where the entire country has been hit hard as we can barely survived a crisis at that time. Because of the strong social capital is minimal, where the Dusit District is the capital, where the researchers collected baseline data and found that there were four types of urban slum dwelling communities and 47 communities, including the military community by most citizens, workers, degree level 6 or Vocational Certificate with a monthly income of 9,000 baht from 300 baht per day, the average income of those with postgraduate education, where the income is between 15,001 baht and up 11.55 percent (Phukamchanoad, P., 2553 B.E.: 159-161) suggests that a community-based public Dusit District established official. There are very few aboriginal communities, where most people living in urban areas will be the racist roots with a poor family. The middle class if the wealthy are very few groups who often do not live in the community. There will be house shops or companies with operations along the main street of the neighborhood itself, where the Dusit District is the surrounded town by government agencies many of which the public will have the opportunity to access information and awareness about the sufficiency rather than more convenient to the public in the province or in the countryside, far from the capital released. The chances of reaching the economic activities of government agencies education authorities and schools and a university but the lack of a way of living based on the philosophy of sufficiency economy is that the factors are affecting the livelihood sufficiency of people living in urban communities, from which the issue is defined in the study as a guide directed to individuals, communities and government agencies have information vital to the development of urban areas in the economic self-sufficiency of individuals and families is completely based and sustainable manner.

Objectives

To explore the knowledge, attitudes, motivation and application life-sufficient, the factors that affect the application of the philosophy of the community, Dusit District, Bangkok, Thailand. The sample population was living in 47 communities in the capital, Dusit District. Bangkok, where it was a total of 85,080 people had a sample size of 398 people, according to the formula Yamane (Yamane, T., 1973 A.D.: 125) for storing data with a query by

sampling without relying on probability, where the non-probability sampling means of sampling (Purposive Sampling) to individuals aged 18 years or more to gather information that is clear and complete as possible, which be analyzed by the frequency (Frequency), percentage (Percentage) average (Arithmetic Mean) and standard deviation (Standard Deviation) for describing the general sample. The criteria is to measure the attitude and application of the philosophy of sufficiency economy in existence then divided by grade into five levels below the average of 4:21 to 5:00 (the) average between 3:41 to 4:20 (more) average between 2.61 to 3.40 (medium / t) on average between 1.81 to 2.60 or less) the average of 1.00 to 1.80 (minimum) with a framework for the study.

Methodology

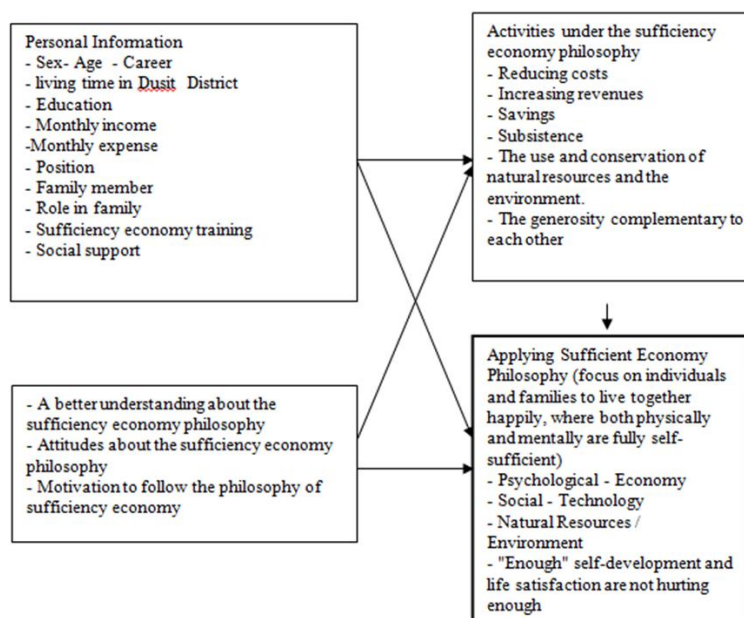


Figure 2: Research Framework

Results

People living in urban areas aged 18 years and over 398 samples from 47 communities. The results were given as followings.

1) The data for individual citizens polled in Dusit District, Bangkok found that the majority were female (59.80 percent) and aged over 51 years (34.17 percent) accounted for close range in age from 31-50 years (33.92 percent) of employees in general (24.37 percent) live in a time period ranging from Dusit District 20-39 years (35.93 percent) had high school or equivalent (m. 1-6, vocational certificate) (36.18 percent) income. months between 5001-10000 baht (percentage 34.17) expenses per month between 5001-10000 baht (of 35.93), as well as most of those working in general liability (of 68.59) the participants about just found out that people have to be trained about the sufficiency (of 66.83), especially the training within the community by the community most (of 59.55) to a social group that people (respondents) in Dusit District, Bangkok, where most are members of social groups (percentage 53.52) by a group of savings (percentage 44.64) and members of the village fund and urban (percentage 33.93) and receiving social support from community leaders or supervisors found that people (respondents) in Dusit District, Bangkok. The most social support, information (of 27.89), followed by getting the emotional support (of 25.13) has been supporting aid supplies (of 18.34) and the support assessing behaviors (13.82 percent).

2) Most people have a deep understanding of the philosophy of sufficiency economy, where the analysis found that most people have a better understanding about the sufficiency economy philosophy is at the highest level. The knowledge into about spending any consideration to the need to make a living and not wasteful (of 96.73) to undertake any investment must find the letter carefully and make plans (percentage. 96.23) privileges for any work must not exceed the maximum of their abilities (of 95.98) and conduct themselves with integrity and honesty in life, always conditional on the merits (of 95.23), which is the whole point, Table 1 below.

3) Attitudes about the philosophy of sufficiency economy reflects the opinions, beliefs, experience the feeling of the people with the real overall level seen by many / very fact (average 4.18), based on item shown in Table 2 below.

4) The motivation to follow the philosophy of sufficiency economy to demonstrate success, ambition, talent, expected in the high goals, patience, plans to follow the philosophy of sufficiency economy, where people who meet the real overall level (average 3.77), based on the revenue they were all in a lot of motivation and 10 in Table 3 below.

5) The level of activity in the household and individual level based on the philosophy of sufficiency of the overall classification level (average 3.77), based on the revenue side is found that all the events are observed in the household and individual level based on the philosophy of sufficiency economy at a high level. In order from most to least are 1) the use and conservation of natural resources (average 3.96), 2) the generosity, complementary to each other (average 3.94), 3) life (average 3.93) 4), savings (average 3.69), 5) reducing expenditure (average 3.64), and 6) the additional revenue (fee. average 3.60) detailed in Table 4 below.

Considering the above, we see that the profile is attractive, where the use and conservation of natural resources and the environment, the highest mean (average 3.96), as shown in Table 5 below. Points out that public concern about the use and conservation of natural resources and the environment, such as turning off all appliances before leaving home, always and if it is damaged that choose to be repaired before buying new, including awareness of your product is environmentally friendly. Although the participation of the community in an average of less than all of the above, but also for support and no damage to the public, such as garbage disposal properly (undigested waste, etc.).

6) The degree of latitude in the application of the philosophy of Sufficiency Economy in the household and individual level based on the philosophy of sufficiency of the overall level seen by many (average 3.88), based on the revenue side is found that all the comments on the application of the philosophy of sufficiency of individuals and households philosophy of sufficiency economy is in much agree, sort by descending below.

- a) The word "enough" self-development and life satisfaction is not hurting enough (average 4.13).
- b) Psychological and social aspects (average 4.05).
- c) Natural resources / environment (average 3.95).
- d) Economic (average 3.90).
- e) Technology (average 3.49).

Points out that the public will consider the word "enough" in their own development, where people are hurting others, and contentment with life today. The focus on the social and psychological essentially is as shown in Table 6 below.

Part of the interest is one aspect, namely the application of the philosophy of Sufficiency Economy "enough" self-improvement, not persecuted and life satisfaction enough that the details of these images are included in the comments. with much (average 4.13), based on the item found that the public opinion strongly on the issue of identity and family members to behave in ways that persistent evil act according to the principles of religion are always (average 4.22), followed by about a happy and pleased with life as conventionally and their position in the current circumstances (average 4.16) a share plan with the development of self-awareness, where the self-reliant by learning to live with the word "enough" Always (average 4.09) included the seizure of the economy and reduce the wasteful use daily (average 4.08) indicated that the public awareness of good practice guidelines unrelentingly evil act according to religious principles consistently and the joy of living with their conventionally along with trying to learn the word "enough" time.

7) Factors affecting the implementation of the activities under the philosophy of urban residents in Dusit District, Bangkok are given by the followings.

- Career professionals employed by public companies to follow the activities of individuals and households under the sufficiency economy less, general employees / service student and employed including the self-employed / student to follow the activities of individuals and households under the sufficiency economy philosophy rather than trade and butler, maid and public other occupations (teachers, teacher privately hired) will follow the event as individuals and households under the sufficiency economy less, employees / service / student in Table 7 below.

Table 7 Compares the different compliance activities in the household and individual level based on the philosophy of sufficiency economy by career.

Table 1
Level of Knowledge and Understanding of Sufficiency Economy Philosophy

List	Understanding the Sufficiency Economy Philosophy	Corrected Answers		Cognitive Levels
		Number	%	
1	Spend any consideration to the need to make a living and not extravagant	385	96.73	Most
2	The investment must not do any work beyond beyond their capabilities	382	95.98	Most
3	The activities in the community or society should not exploit others and colleagues	377	94.72	Most
4	Knowing economy Frugal is the main basis of modesty	368	92.46	Most
5	Socializing with friends regularly	198	49.75	Least
6	The thinking, planning, analysis, synthesis that should or should not be shown to be reasonable	371	93.22	Most
7	To undertake any investment must search carefully planned and well	383	96.23	Most
8	The urge to be self-educated man learn to put both their lives, career and always	363	91.21	Most
9	To respect the rules of their families, communities or organizations involved	363	91.21	Most
10	Any decision to hold a family or work reasons, their is always important	191	47.99	Least
11	Accounting services or the accounting income – pay, a well planned and their families to live in the future	351	88.19	Most
12	To keep the technology for social change regularly	356	89.45	Most
13	The plan is to spend each month. Future plans for the family as saving for the future	363	91.21	Most
14	Knowing it takes to benefit themselves and their communities	378	94.97	
15	Many occupations in the same time to earn more	148	37.19	Least
16	Recognize the knowledge from a variety of sources of information to create knowledge and carefully before deciding to take any action as a condition of knowledge	369	92.71	Most
17	Conduct an honest living, always in a good condition	379	95.23	Most
18	Career with diligence and patience in the work is the moral condition	360	90.45	Most
19	Living with caution as conditions of knowledge	346	86.93	Most
20	Living with a condition of intellectual knowledge	33	8.29	Least

In addition, factors that affect the industry and the application of the sufficiency economy philosophy are as follows.

- Position responsibilities those who are responsible will have to comply with high activity and application of the philosophy of sufficiency economy than those who are responsible for the general.

Table 2
Shows the Attitude of Sufficiency Economy Philosophy

List	Attitudes about the Sufficiency Economy Philosophy	Mean	S.D.	Level
1	Thailand introduced the philosophy of sufficiency economy to the country	4.16	0.88	Good agreement
2	People should cherish the philosophy of sufficiency economy to work and live for lasting happiness	4.31	0.78	Best agreement
3	If people hold three practices philosophy of sufficiency economy to make people live together in peace	4.25	0.81	Best agreement
4	Sufficiency Economy is based on self-reliance, share lend aid and not hurting others	4.29	0.75	Best agreement

5	Occupations that are honest, hard-working have formed the basis of economic self-sufficiency	4.23	0.74	Best agreement
6	Currently, lives in both the front and work with diligence, intelligence always careful	4.17	0.78	Good agreement
7	Just to make the society more harmonious and resolve conflict in a sustainable manner	4.02	0.87	Good agreement
8	Just to poverty alleviation and sustainability	4.10	0.86	Good agreement
9	Principles of the sufficiency economy philosophy to life and to build strong families and communities	4.16	0.81	Good agreement
10	Principle of the sufficiency economy philosophy can be applied to both the poor and the rich, unlimited position Occupation and the establishment	4.11	0.90	Good agreement
Total		4.18	0.63	Good agreement

Table 3
Shows the Motivation to Follow the Philosophy of Sufficiency Economy

Item	Motivation to Follow the Sufficiency Economy Philosophy	Mean	S.D.	Level of Achievement Motivation
1	The first is the determination and unwavering commitment to cherish the philosophy of sufficiency economy into practice in daily life	3.94	0.87	Much
2	Efforts are eager to learn and seriously adopted the philosophy of Sufficiency Economy in the preparation of household accounts is the daily income	3.73	0.92	Much
3	Eager to hear - listen - all about sufficiency economy over the radio, television or other media, including a conversation with a group of friends, where the relative about the economy is always sufficient	3.70	0.93	Much
4	Principles of the sufficiency economy philosophy to everyday and work hard to do my indomitable will and believes that "Effort where success is there"	3.79	0.93	Much
5	Although the cost of daily living and family how much they will share a portion of savings in mind	3.65	0.96	Much
6	Despite the current situation that will take into account the cost of living is high, where the cost to the economy and will always try to buy only what they need for living purposes only	3.82	0.84	Much
7	Although revenue themselves and their families are not much, it was prepared to be patient, tolerance, not borrowed money from others or borrow money from various funds used in daily life	3.62	1.01	Much
8	Career with accuracy, integrity even though my-self and my family to be in a shortage of living matter	3.98	0.83	Much
9	There is planned and conducted in consultation with the family will always carry on any activity in the field of investment, the cost of self and family	3.79	0.90	Much
10	Determined that the termination of the occupation, the fighting and competing interests vie for the function severely	3.73	0.95	Much
Total		3.77	0.69	Much

Table 5:

Activity Levels in the Philosophy of Sufficiency Economy by The Use and Conservation of Natural Resources and The Environment

Item	Practice Activities in Accordance with the Sufficiency economy Philosophy	Mean	S.D.	Practical levels
1	Turn off electrical appliances when leaving the house or do not take advantage	4.33	0.86	Most
2	If the appliance is damaged to repair itself first and then recycled for use again, it does not choose to leave, then buy a new one,	4.05	0.93	Much
3	Their families and garbage disposal and waste correctly (waste)	3.81	1.04	Much
4	Their families will participate in the care and conservation of the river environment of the community held	3.77	1.10	Much
5	Buying goods consumers do not take into account the impact on the environment or regard to reducing global warming	3.86	0.93	Much
Total		3.96	0.75	Much

- Have been trained on the sufficiency economy, where the people who've been trained to follow the activities and the application of the philosophy of sufficiency economy than those who had not been trained yet.

- Membership social groups, where those who are members of the society will be able to follow the events and the application of the philosophy of sufficiency economy than those who are not members of a social group in Table 8 below.

Points out that Factors that affect the application of the philosophy of sufficiency economy is a factor related to the society and the role of the public towards a society where if compliance activities. The training philosophy of sufficiency economy to the social interaction often makes the application more, which affects a part of the good of others.

Table 6:

The Comments on the Application of The Philosophy of Sufficiency Economy

Sufficiency Economy Philosophy Applications	Mean	S.D.	Level Comments
Psychological	4.05	0.70	Good agreement
Economic	3.90	0.74	Good agreement
Community	4.05	0.74	Good agreement
Technology	3.49	1.04	Good agreement
Natural resources/Environment	3.95	0.78	Good agreement
The word "enough" self-development and life satisfaction are not hurting enough.	4.13	0.67	Good agreement
Total	3.88	0.70	Good agreement

Compare the difference	Variance	SS	df	MS	F	Sig.
Compliance activities in the household and individual level based on the philosophy of sufficiency economy by profession	Between a Group	9.739	8	1.217	2.334	0.019*
	In a Group	200.272	384	0.522		
	Total	210.011	392			

* A statistically significant level is 0.05.

Table 8:

Comparison of Different Compliance Activities and The Application of the Philosophy of Sufficiency Economy

Position responsibilities	Activities	High Responsibility		General Responsibility		t	Sig.
		Mean	S.D.	Mean	S.D.		
		3.92	0.71	3.70	0.74		
	Application	4.08	0.65	3.81	0.71	2.618	0.009*

The participants on the sufficiency economy	Activities	Ever		Never		t	Sig.
		Mean	S.D.	Mean	S.D.		
		3.86	0.71	3.56	0.74		
	Application	3.92	0.72	3.74	0.66	2.422	0.016*
Social group member	Activities	Social Group Member		Non Social Group Member		t	Sig.
		Mean	S.D.	Mean	S.D.		
		3.85	0.66	3.64	0.83		
	Application	3.94	0.64	3.79	0.78	1.989	0.047*

* A statistically significant level is 0.05.

Conclusion

People living in urban areas, a multicultural professional education based on the age of each resident. They live in the same areas of life and work for a living. The amount is domiciled in the country, but when lived in Dusit, District, Bangkok to receive news the social context, the perception of information is researched with the same direction likewise, findings of cognition, attitudes, practice and the application of the philosophy of sufficiency economy, which results in a level of knowledge and understanding in practical activities, where in most applications, the comments are positive. But one thing is interesting, where the people in the communities of practice can be seen clearly in the personal and household self-control, which is a little life shopping knowing the thrift do not squander savings honesty in the work, which is not to encroach on others to eat, which is based on Buddhist teachings are upheld. This factor adds to the increasing body of knowledge on cognition that conduct activities in accordance with the philosophy of sufficiency economy, including the public training philosophy of sufficiency economy continues. The people who are responsible for a higher position, where the people who are members of social groups, from which these factors make the model/example to others in all aspects of life according to the philosophy of sufficiency economy itself.

Discussion

People is in urban areas in Dusit District, Bangkok, where most of which have a level of understanding about the sufficiency economy philosophy in the third, which is the first order that the public has a very deep understanding are 1) the cost of any consideration of the need to live well, do not squander, 2) the activities of the community or society should not exploit others and colleagues, 3) knowing savings, thrift is a fundamental principle of modesty as a society, which is a way of living in the hustle occupation or work. If that does not work, or work to earn a living, it is indeed difficult. When the social conditions have forced residents in a condition to compete, competitive, struggling life, many people do a good job with a high income, many have black-sheep, if they can survive, it needs saving, frugality, known for spending so when asked about the application of sufficiency economy, many people are aware only about the mouth, occupation, work, and to understand the economic issues associated with its economy. This is not wasteful, spending only where necessary, and do not exceed the upper ranks of the sufficiency of the city (Phukamchanoad, P., 2555 B.E.: 159) are also found in these findings is the discourse of sufficiency economy is not extensive, where the public has a better understanding of the cramped and limited economic means. Life to save, and that sufficient (content with what they are) only (Niratorn, N., Ngamwittayapong, Rungpreukrit, C., 2550 B.E.: 78) and individuals (the respondents) are not yet available discerned that the public meeting with friends regularly, where any decision to hold a family or work reasons, which is always important including many occupations over the same time to earn more the match sufficiency economic philosophy of sufficiency, where the behavior of the people in those communities in which people understand the nature of the self-sufficient by itself.

Moreover, whether in urban or outside urban population will affect the application of economic and practical activities of the sufficiency economy as a factor to be trained about the sufficiency economy, where the people who've been trained to apply the philosophy of sufficiency of individuals and households more than those who had not been trained yet and membership of social groups. Those who are members of the society will be able to apply the philosophy of economic self-sufficiency of individuals and households more than those who are not members of a social group.

Suggestions

People must learn to understand the philosophy of sufficiency economy principles and practices of the main ideas in accordance with their potential and the social context in which it is located. It should not take into account the behavior of living is accustomed to city life, which is bound to change fast the cultural diversity, material progress, the highly competitive career. The exploitation of the world's consumption of modern technologies, where many other social problems aimed at personal gain than lose part or socializing with friends, the less the decisions any family or

work reasons, do not rely on their own is important, which is aimed at professionals and one that they are good quality.

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BESSH-16

Kham Chanot Community's Potential Tactics and Mechanism for Development of Homestay House Construction: A Case Study of Non Mueang Village, Village No. 11, Ban Muang Sub-district, Ban Dung District, Udon Thani Province

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Abstract

This study is aimed to assess the potential for development of accommodation shelter in homestay style and to find the proper guideline for promoting tourism of homestay style at Ban Non Mueang Community, Ban Muang Sub-district, Ban Dung District, Udon Thani Province. The data were collected with qualitative research methods with Non-Participant Observation and organization of Focus Group Discussion which consisted of the community leaders, community committee of Non Mueang Village, and the community's representatives. The data were brought to be summarized and discussion of the outcome consistently with the objective, thereafter, the result was presented in form of lecture. The study result was found that Ban Non Mueang Community has the potential to develop accommodation or residential shelter in homestay style as follows: 1) Tourists, both Thai and foreigners like to travel all year round to worship or pay respect to the sacred things and places according to their belief on the myth about the Naga (Serpent) legend 2) Villagers are ready to welcome tourists and can arrange the homestay accommodation by modifying their house for additional living space that visitors can stay temporarily and can appreciate the villagers' hospitality to welcome tourists as their relative 3) Ban Kham Chanot Community has outstanding unique identity and many tourist attraction places nearby, both the tour about the Naga legend i.e. "Kham Chanot" still maintain the lifestyle and culture which are unique in the Northeastern folks, such as the sticky rice alms, tradition of oblation to Chao Poo or great grandfather's spirit (sky rocket launching), cloth weaving, mat weaving, basketry handicraft tools of daily living such as threshing basket, covered bamboo basket for steaming, serving and carrying sticky rice etc.

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Keywords— Kham Chanot, Potential, Development, Homestay

Introduction

The tourism industry is an industry which is highly expanding. It plays a vital role very much to the country's economic and social system, extremely important as a source of income, bringing in foreign currency. Government and tourism businesses have continually promoted homestay service throughout the country. However, this still encounters with no servicing standard which fails to reach tourists' expectation. To understand tourists' behaviors and support community's potential and mechanism can help homestay entrepreneurs benefit themselves and improve better service provision to comply with the international standard. Job creation and distribution of prosperity to the regions of Thailand which utilize the tourism potential in tourism advantage point of view. There are many basic tourism resources dispersing in every province which are ready to welcome tourists. Many tourist attraction places are beautiful in worldly level. The northeastern part of Thailand has identity different from the other regions. The eco-tourism presently is more popular in Thai and foreign tourist groups. There are a great number of events or tourist activities in many communities so that the tourist can learn the way of people's living, cultures, local handicrafts in the accommodation of homestay style where they can contact the rural cultures. Homestay tourism is popular in many destinations; it adds authentic sociocultural richness to the tourist's experience. For a nation that cannot make extensive infrastructural investment a priority but which possesses an abundance of tourism richness in remote communities, homestays are an attractive alternative tourism product. This paper discusses a case study of Phu Kham Chanot community, located in Udon Thani Province, Thailand. The essence of tourism lies in naturally beautiful rural hills and mountains and its indigenous communities with their mystical lifestyle and culture. These natural and cultural attributes can be showcased best through homestays. This research helped promote sustainable community development in setting-up the homestay management. The management of residential place in homestay style, hosting visitors as friend and relatives can be considered as a value-addition to communities' economy with community engagement and participation in resource management to preserve natural resources and the local cultures. From the importance of the staying accommodation availability, rural culture contact and homestay style, these parts are composed as a part of economic added value to communities. The researcher was therefore interested in studying the

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potential to organize homestay residential place and study the guidelines how to promote homestay housing organization. Ban Non Mueang Community, Ban Muang Sub-district, Ban Dung District, Udon Thani Province was selected as the area of study because it is a community that is located nearby many tourist attractions place and importantly cultural beliefs of Kham Chanot community. Whereas the community can participate directly and indirectly from a tourists' visitation to worship the sacred things or places of tourists from every direction with piety, faith to Srisuttho Naga and other activities. This research had objectives to create the potentiality and capability in the economic development sustainably in community level with the focus on the people or villagers' participation in the management and sharing the benefits.

Results

Ban Non Mueang Community, Ban Muang Sub-district, Ban Dung District, Udon Thani Province, is a community which has many local wisdom, a wide variety of styles and characteristics, and it is one of the most important tourist attraction place in the province, well known to both Thai people and foreigners. They know it as the site of "the City of the Big Serpent – Naga" and the myth or legend of "Phi Chang Nang" (Ghost Employed Movies Showing) and, by succession telling from ancestors to present generation, the belief and faith in "Wang Nakhin" (Naga Palace) has become a part of the way of living of the villagers of Ban Non Mueang Community which consistently linked between the villagers with their thinking, belief, culture, tradition, oblation ritual and local wisdom in different aspects, including the community's career including Naga throne building, Naga serpent statue, planting marigolds for garland making to pay homage to Phaya Srisuttho Nagarat, planting a tree name Chanot and weaving fabrics of serpent ornamental decoration etc.

From the study of the context of the community, it was found that Ban Non Mueang Community has the potential to develop accommodation or residential shelter in homestay style as follows: Firstly, Tourists, both Thai and foreigners like to travel all year round to worship or pay respect to the sacred things and places according to their belief on the myth about the Naga (Serpent) legend. Secondly, villagers are ready to welcome tourists and can arrange the homestay accommodation by modifying their houses for additional living space that visitors can stay temporarily and can appreciate the villagers' hospitality to welcome tourists as their relative. Thirdly, Ban Kham Chanot Community has outstanding unique identity and many tourist attraction places nearby, both the tour about the Naga legend i.e. "Kham Chanot" still maintain the lifestyle and culture which are unique in the Northeastern folks, such as the sticky rice alms, tradition of oblation to Chao Poo or great grandfather's spirit (sky rocket launching), cloth weaving, mat weaving, basketry handicraft tools of daily living such as threshing basket, covered bamboo basket for steaming, serving and carrying sticky rice etc.

And from the research, the proper guidelines have been found as the approach for promoting tourism in homestay style for Ban Non Mueang Community. It includes 1) Government sector should provide support for the promotion and development of residential construction as homestay style by organization of competent officers to train or educate the villagers how to construct or develop their houses according to the standard of homestay in Thailand. Make public relation by distribution of tourist information documents, leaflets or brochures and advertisement via various websites to publicize various tourist areas in the community, and persuade tourists to visit and stay in homestay accommodation to touch the way of living of the communities etc. 2) All sectors should cooperate to revitalize or improve the tourist attraction places not to be deteriorated or worn out, maintain them in the stable and preserved condition. 3) Development of tourist attraction place in diversified activities, such as kayaking or boat cruising around the island to admire the natural scenery, to ride bicycle to see the way of life of the villagers and arrangement of nature trails, etc.

Discussion and Conclusion

Ban Non Mueang Community, Village No. 11 is a community of many diversified local wisdom, multi-characteristics where is well known to both Thai people and foreigners that it is the name of "Kham Chanot" - "the City of the Big Serpent – Naga" and the legendary story of "Phi Chang Nang" (Ghost Employed Movies Showing). The belief and faith in "Kham Chanot Wang Nakhin- Naga Palace". The subsistence of people in Ban Non Mueang has consistent link between the people and belief and faith to the sacredness of Naga – Serpent City, in all view points of thoughts, beliefs, culture, tradition, oblation ritual, and local wisdom in different aspects, including the community's occupational continuance. From the community context study, it was discovered that the Ban Non Mueang Community has potential in the development to modify their houses to homestay tourism with various supporting reasons, namely. Firstly, tourists, both Thai and foreigners, prefer to traveling to pay homage to things about Naga (Serpent), legend of sacred beliefs all year-round. Secondly, the villagers are ready to welcome tourists to arrange their houses into homestay style by modifying houses for visitors' accommodation to stay temporarily and they are friendly and generous to welcome tourists as their relatives. And final supporting reason, Kham Chanot Community has unique and outstanding identity because they have many things and places interesting tourists such as belief about the myths of Naga and they have lifestyle and cultures which are still unique folklore in the Northeast. This is satisfied with the study conducted by Arisra Seyanond (Mor Mor Por. : Abstract) who found that the tourists'

requirement about the homestay could be classified in 5 levels, namely 1) Tourists require the willing and friendly welcoming 2) Good human relation between service provider and service receiver 3) Safe in life and property 4) Generosity and making at home feeling and 5) Scenery surrounding homestay place. This is harmonized with Salinee Thippeng (Mor Mor Por. : Abstract) who had found that this community had potential tourist sources, and had plans to develop the area as a cultural tourism recognizing the uniqueness of local culture and folklore architecture of the community and had guideline for development by building various facilities within the community.

And from this study, we could find suitable approaches for promoting homestay tourism of Ban Non Mueang Community consisting of the following factors. Government agencies should provide the support, promotion and development of homestay residential houses such as provision of engineering or architectural officers to educate the villagers to develop housing according to the standard homestay in Thailand. The publicity can be done by distribution of the information documents, leaflets or websites about the community and welcome tourists in the homestay residential style to absorb the life style of the communities. Every sector should collaborate to revitalize tourist attractions of Kham Chanot not to be deteriorated and maintain its identity forever. 3) Development of tourist attractions in the community, such as boat-riding around the island of Kham Chanot to admire scenery and natural views. The cycling to see folklore life style and nature-sighting trails arrangement etc. The study result was satisfied with the work of Phaichit Praditphon and Nonsicha Phetcharanon (2010: Abstract) who found that the community and the Government sector should give importance to economic development and revenue from tourism being distributed to the community. It was also satisfied with the work of Panphrae Chaoprayoon (2013: Abstract) who found that the villagers required the development of their community to arrange homestay tourism to support the number of tourists and to request for the tourism management standard for the accommodation where the visitors can touch rural culture (Home stay) from the Ministry of Tourism and Sports, whereby the community has to focus on their participation in the management and creation of network with surrounding communities in the management of tourist routes, including all sightseeing activities.

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BESSH-16

The Participation of Citizens in Community Development Case Studies, Waste Water Management, Community Organization Bang Bua Tong DistrictThida Nititornyada^{1*}, Sakapas Saengchai²^{1, 2}*Suan Sunandha Rajabhat University, Bangkok, Thailand*

Abstract

The participation of citizens in community development case studies, waste water management, community organization Bang Bua Tong district. A qualitative study the objective To study the involvement of the community in the development community. The data were collected using participatory observation. Depth interviews Group Chat Executive District Administrative Office, community leaders and community open forum discussion village. The study found that The participation of citizens in the management of waste water is 1) to receive information from the District Administrative Office. Should the promotion and dissemination of information. Household waste water management Participation in community wastewater treatment 2) consultation. Community members are able to share information, brainstorm ideas. Analyze the problems of waste water Solutions development and hosting environment of the Community 3) to get involved. Citizens should have a role with community leaders to determine project. Activities wastewater 4) Partnering people in the community should have a role to engage in practical projects and wastewater treatment to achieve and 5) empowerment of citizens, community leaders, village councils, citizens need to be. orientation wastewater management The development of the environmental community. The joint decision Emphasizing participation, self-reliance and mutual support and commitment to the community. A power-driven community, strengthening the development of the area.

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Keywords— Participation, Community Development, Bang Bua Tong

Introduction

Bang Bua Tong Subdistrict A local government under the Bang Bua Thong, Nonthaburi. The current national migration. Arrived in the area a lot. The area makes changes Housing has happened a lot. The landscape is made of two types: urban and agricultural communities primordial. Preliminary data from a study on the environmental issues of the Tambon Administrative Bang was faced with many problems including water in the rivers and in the community, and the problem of waste disposal. In particular, the problem of waste water is a major problem in the management Bang Bua Tong Subdistrict Administrative Organization has set as a priority and main policies of the organization. To continue to improve and solved urgently. It tends to increase steadily. The population is increasing due to the expanding community. Housing projects are emerging more and more. Therefore, the volume of wastewater and the community, and the streams rose steadily. Waste water is contaminated with micro-organisms that are harmful to humans. Aquaculture and the Environment including chemicals The wastewater For wastewater treatment in communities. In the area of responsibility the project is collaboration with the university.

From the above research. Recognizes the importance of the participation and the strengthening of sustainable communities. By providing people in villages and communities. Has participated on the solution of water and bring the community into action. To develop the villages and their communities. Emphasizing participation, self-reliance and mutual support and responsibility for their own communities (Nipon Sasithornsawapa, 2016). The community has a process for dealing with wastewater learning together. The university The integration of teaching and knowledge gained from the academic community. The administration, teaching, research, efficiency and effectiveness. Researchers have studied The participation of the people in the development community case management of wastewater Bang Bua Tong Subdistrict. To improve wastewater management and direction of community participation in the development of public space and environment of the community.

Objectives of Study

A.To study the principles of community managed water Bang Bua Tong Subdistrict. Bang Bua Thong Nonthaburi

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B. To study the development of public participation in community Bang Bua Tong. Manage water levels. The level of information from government agencies. The consultation the level of involvement and level of cooperation.

Literature Review

Researchers have defined the concept research with the participation of the people in the development community case management of wastewater Bang Bua Tong Subdistrict. Manage water levels below the level of information from government agencies. The consultation the level of involvement Level of cooperation And the empowerment of the people.

Methodology and Results

The researcher has designed a qualitative study. The data is collected using participatory observation. Depth interviews Group Chat Executive District Administrative Office, community leaders and open community forum to exchange opinions village Moo 1, Nong Keng contemporaries among the two Khai third among the three houses, chapels among the four home Jason Kantor, among which 5 Pak Khlong Ta similar. Moo 6, Baan Khlong Ta similar Moo 7 Klong Chinaman Moo 8 Klong Chinaman small Moo 9 Baan Plai Khlong Lam Ri Moo 10, Ban Klong Chinaman big Moo 11, Ban Khlong Lam Ri Moo 12, Ban Khlong Sam Wang and. among the 13 lower house's ship Canal. Population exist (Information on Bureau of Registration Administration, Department of Bang Bua Thong district in May 2556), the population register and the number of households in each village. Population of 47,268 people, 22,186 people, separate male female ratio, population density, average 25,082 people 1,591 people / sq km. Population are farmers gardening contractor cattle trade target of the study. Because it focuses on the activities of the village. Each village in engaging the development community. Lifestyle of various groups. The target group therefore include community leaders, village councils. Management Subdistrict And the village of 10 people for the opening event begins.

Results and Discussion

Problems that occur in the wastewater service organization Tambon Bang major cause.

- 1) Create a new housing estate. The creation of a wastewater treatment plant in each little village. The effluent discharged into ditches and traditional communities in areas without sewage systems. And the discharge of sewage into. Canal Park directly.
- 2) Industrial and operators of some of the illegal discharge of untreated waste water into the public water supply.
- 3) Waste water from farmers, such as waste water containing fertilizers and pesticides may flow into the public water supply.

Conclusion

Overall, most people in the village on the importance of waste water management. Knowledge about the role of public participation. To determine the direction and approach to community development. Waste water management to cope with the problems facing today. The urgency of the need for development in the village, quality of living and better meet the needs of people in each household. For waste water resulting from the housing estate. Residents in each household Can have a grease trap septic tank water treatment products. Each village The waste water from the farmers. Subdistrict Community leaders collaboratively with farmers to reduce the use of chemical fertilizers has grease trap septic tank water treatment products. Before draining the public And wastewater from industrial plants. Including those from households. Tambon Administration officials, community leaders collaborate to build a wastewater treatment system that is more powerful before releasing the water into the canal and the public. The workshops to educate entrepreneurs, farmers, the public continued both in theory and practice, such as the campaign for wastewater treatment. The waste separation Campaign to protect the environment Cleaner Canal project.

In order to make the people in the local community is involved in the development of important executives, government officials, community leaders, district administration to cement a partnership. Including the management of all village residents. Active participation This is consistent with the involvement of Wadi Tawil. Buri Gul et al (2551) on public participation. The plan / project management and implementation of wastewater into the action plan development activities in various fields. In line with the strengthening of the community in environmental management, community Laem Chabang Municipality of simulation Pho Merit (2545) is a policy and plan. Wastewater Management in the strengthening of communities. A great responsibility The allocation of adequate budget management officials, community leaders and citizens to focus activities on the management of waste water continuously. When this Will be made public to learn together. There was cooperation in the management community. Development area The environment of the Community Emphasizing participation, self-reliance and mutual support and responsibility for their own communities. A power-driven community, strengthening the development of the area sustainable.

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BESSH-16

Cooperative Learning in a Legal Course: A Participatory Action Research

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Abstract

In general, traditional teaching style in Law School is a lectured-center. Students basically memorize code law, legislation, and court verdicts in order to analyze cases and solving problems. At Law Department, Suan Sunandha Rajabhat University, also delivered lecture in traditional style for students. However, it was discovered that in past four years, 20% of freshmen in law department got F in legal courses and finally retired. Based on the students' interview, law is perceived as a difficult and tough subject. Most students gained a lot of pressure during their study. So, to make student feel more comfortable while studying and to encourage their efficiency, researcher conducted cooperative learning environment through various activities in a participatory action research as known as AAR approach.

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Keywords— Legal Course, Cooperative Learning, Participatory Action Research, Law Students

Introduction

During the period 2011-2014, there have been 120 new students in each year who are going to study law in Suan Sunandha Rajabhat university. After the end of the school year, 20 % of students got F in eight legal courses which offered for the first year students. (Suan Sunandha Rajabhat university, 2015) Based on the students interviews, law is perceived as a difficult and tough subject (Chuencheewin Yimfuang, 2016). Most students gained a lot of pressure during their study. The big challenge for legal instructors is that how to make students become less tense and to be active learners.

In Law School, traditionally, teaching is a lecturer-centered. Students are supposed to memorize code of laws and analyze cases from Verdict of the court. The final subjective test only is used to evaluate students achievement. The learning approach is individual learning. In this semester, I teaches the second year students and need to solve the previous learning problems. Therefore, I would like to change instructional pedagogy from individual learning to cooperative learning which students can work and share their learning in group. From the prediction, it is shown that the future Myanmar migrant workers will have more job choices in their country and if the economic development in Myanmar is carried out as expected, the behaviors and patterns of migration of Myanmar workers into Thailand will change which will heavily affect various economic activities in Thailand. From the reference (Sivilai Jayankuru, 2012) indicated that mostly migrant revealed that they are just work in Thailand for a period and back to long live in their hometown.

Cooperative learning is one of the most thoroughly researched of all instructional methods. (Slavin, 1992) In Thailand, there are many pieces of research which studied about cooperative learning. Most are conducted in K-12 schools. There are some in higher education. The major research designs are quasi-experimental and action research. (<http://tdc.thailis.or.th/>) From doing literature reviews, there is still no research about cooperative learning in legal courses.

To date, cooperative learning is still an innovative teaching approach for legal study. Consequently, I choose to do research in short term and small scale. The study period is the first six weeks or 1/3 of a semester by using a Participatory Action research (PAR).

Objectives of Study

- A. To design learning activities using Cooperative Learning concept
- B. To determine the effects of Cooperative Learning on students attitude towards group activities and overall learning in a legal course.

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Scope of Study

Cooperative learning is an approach to group work that minimizes the occurrence of those unpleasant situations and aims to organize classroom activities into academic and social learning experiences. It is defined as “the instructional use of small groups so that students work together to maximize their own and each other’s learning. (Onwegbuzie&Daros-Vaseles, 2001) The idea that students learn more by doing something active than by simply watching and listening has long been known to effective instructors (Bransford & Brown,2000; McKeachie,2002) and cooperative learning is by its nature an active method. Several models of cooperative learning have been formulated. The one most widely used in higher education is probably that Johnson&Johnson’ s model (1989).

According to the model, cooperative learning is under conditions that include the following elements : (1) Positive interdependence. Team members are obliged to rely on one another to achieve the goal. (2) Individual accountability. All students in a group are held accountable for doing their share of the work and for mastery of all of the material to be learned. (3) Face-to-face promotive interaction. Although some of the group work may be parceled out and done individually, some must be done interactively, with group members teaching and encouraging one another. (4) Appropriate use of collaborative skills. Students are encouraged and helped to develop and practice trust-building, leadership, decision-making, communication, and conflict managementskills. (5) Group processing. Team members set group goals, periodically assess what they are doing well as a team, and identify changes they will make to function more effectively in the future. Similarly, Kagan (2003, <http://serc.carleton.edu/introgeo/cooperative/whatis.html>) has developed the easily recalled acronym PIES to denote the key elements of positive interdependence, individual accountability, equal participation, and simultaneous interaction where the latter 2 components encompass the final three described above.

In 1992 Johnson, Johnson &Smith, (1998) theorized that there are a variety of cooperative learning activities which can be classified into the three group types: Informal learning groups, formal cooperative learning group, and cooperative base group. According to this conceptualization formal cooperative learning groups are less structured and short – term, requiring students to complete a task often associated with a lecture. It is suitable for a legal class which I taught so it is used to conduct the research. Properly designing and implementing cooperative learning involves five key steps. Following these steps is critical to ensuring that the five key elements that differentiate cooperative learning from simply putting students into groups are met. (Johnson et al., 2006, 2,30-31.) (1) Pre-Instructional Planning Plan out how groups will be formed and structure how the members will interact with each other. (2) Introduce the Activity to the Students Explain the academic task to them and what the criteria are for success. Then structure the cooperative aspects of their work with special attention to the components of positive interdependence and individual accountability. Set up time limits and allow for clarifying questions. (3) Monitor and Intervene Instructors let the groups run while they circulate through the room to collect observation data, see whether students understand the assignment, and then give immediate feedback. If a group is having problems, instructors can intervene to help them get on the right track. (4) Assessment Some informal assessment is already done while instructors are monitoring the groups during the exercise. (5) Process Group processing involves asking the groups to rate their own performance and set goals for themselves to improve their cooperative work.

Cooperative learning has long been popular at the primary and secondary level and, within recent years, higher education. However, empirical evidence of the impact of cooperative learning at the university level is still limited. In 1993, Garfield (1993) conducted action research by using cooperative learning activities as a form of active learning to replace traditional lectures for teaching statistics. Unfortunately, there is no sign of difference in learning achievement. Confirmed by the study of Onwegbuzie &Daros-Vaseles (2001) who investigated the role of cooperative learning in research methodology course by a mixed-methods analysis. The result revealed that no statistically significant difference in achievement was found. However, most students in both studies appeared to regard cooperative learning as an effective instruction method. Besides these, Kaufman, Sutow, & Dunn (1997) used three distinct approaches of cooperative learning at the post secondary level are described in the fields of Medicine, Dentistry and Mathematics, and feedback from faculty and students is reported. For comparison of student perceptions about courses (Cooperative vs. Conventional) the results showed that problem solving, learning details, and gathering and analyzing information are three distinct features which students gained from cooperative learning. For language teaching, using experimental design, Bayat, Özlem (2004) investigated the effects of cooperative learning activities on student attitudes towards English reading courses and cooperative learning. The result showed that cooperative learning had positive effects on attitudes towards English reading courses. In order to improve students’ learning behaviors, Simpson (2011) designed and implemented a treatment called *Design Structures* to increase student participation and to improve the quality of experience of design students during crits with cooperative learning strategies. Results showed no design students as apathetic during *Design Structures* crits. Recently, Herrmann (2014) studied impact of cooperative learning on student engagement undergraduate course using a quasi-experimental design. In-class participation and student approaches to learning were measured before and after the intervention to assess the impact on 140 students’ engagement levels. When cooperative learning was introduced in tutorials, students increased their in-class participation. From this perspective, the intervention was

partly successful. However, results also indicate that changing the instructional method is in itself not enough to discourage a surface approach and promote a deep approach to learning.

From the practical point of view, there is a shortcoming in those pieces of research. The research designs didn't treat students as participants. Much more, the researcher would like students to participate in the research because they are effected by doing activities and using knowledge about it. The research design, therefore, has to take another approach; it is Participatory Action Research.

Methodology and Data Analysis

The research design is Participative Action Research which education and action are used to gather information in order to change on learning issues. Participants comprised 39 undergraduate students and one instructor in a legal course. For six weeks of 18 week semester, class was held for four hours once per week. On the first of class, students were asked to share their need and expectation in study. Follow this sharing, the instructor informed them about learning in small groups which will come every other week for the first four weeks and told them about basic group skills. An after action review (AAR) and a self- reflection are used to evaluate learning activities and the effect on students attitude towards group activities and overall learning in the course.

Results and Discussion

The first week was the week of the course orientation and the introduction the cooperative learning approach to students. Students in class have been already familiar because they were a classmate since first year. However, the I used an ice breaking activity to bring them into group climate. First, I informed students about structure - the roles, norms, values and power relationships that influence the behavior of groupmembers and tie them to the group, providing the 'glue' of group structure. Second, I warmed up the whole group spirit by brain storming for the group learning slogan, it came up with "Together, we learn". Last, some students were hesitated about the approach. They asked questions liked: how come do we change teaching method?;how can we keep up a lot of content? I didn't response to their concern immediately but told them to find out by themselves later.

In the second week, the first two hours, I presented the lecture in the topic of types of business organization which is a part of partnership and company law. The students already have handouts and code book for the references. The last two hours, I started the first group activity in my course; the focused discussion. In focused discussions, I presented the case of a man who wanted to change his work from a banker to an entrepreneur whose product is healthy foods. The case was relevant to the topic of the day. Then, students formed their group by voluntary. The discussion was led by me in the very beginning. I proposed what if conditions of the case. The conditions were what if to be a sole owner, what if to have a partner, and what if to be a company. The groups were supposed to answer what if conditions including the strength, weakness, possible troubles and solution in each condition. Groups can also consider using handouts, or study guides to stimulate discussion, reflection, and learning in the small group setting. I told them to record the discussion and presented the result in front of class; three minutes for each group and send me a one-page paper.

The strengths of focused discussion were that it is a case-based, relate to the legal lesson, and encourage the learners to actively apply knowledge. Additionally, the team approach to discussing the case helps them to develop communications skill for use on the legal settings. The limitations of focused discussions were that prepared case may not be directly relevant to the learners' own experiences.

The third week was a traditional lecture for four hours. However, I told them to prepare themselves for group study the coming next week.

The Fourth week: Case-Based Learning. Again, the first two hours, I presented the lecture in the topic of public domain of State. The students already have handouts and code book for the references. The last two hours, I started the first group activity in my course; the **Case-Based Learning**. This week, students were random sampled to form a group but still had 4 members. This technique is similar to the focused discussions, but encourages increased learner independence. Students were first presented with a legal case that unfolds. Students defined the facts, develop hypotheses based on these facts, study the code and then develop a concept for making decision. At the beginning of session 1, students self-assigned their roles in the session, as moderator, readers and note-taker. These roles was rotated with sessions 2 ensuring maximum active participation from all members in the group. This *case-based Learning* fosters self-directed learning and teamwork among participants. At this time, my role only was a process facilitator.

Because of the case-based, students were more focused on the fact they look up and report to the group. Students also learn to work more independently, and there was a greater focus on self-directed learning. Teamwork was encouraged. I found that case - based took more in-class time than the focused discussion. The instructor less control over the learning environment than in focused discussions. However, I had to intervene some group to be back on

track during my walking around for observation. There was no time left for class presentation so they had to send me a one page note.

The fifth week: Lecture. The fifth week was a traditional lecture for four hours. However, I told them to prepare themselves for mocking group test the coming next week.

The sixth week: Grouped Cheating by Choice Design. In week six, mocking group test was applied to students. Students were random sampled to form group but for 3 members only. First session was to share their knowledge with regards to what they studied from week one to week five. All of them were abided to take note to share with their members. Before test, they were able to add or cut or revise until they had the new one which belongs to group. Finally, only one page of A4 paper was allowed to be with them in a group test. Second session is to take the test for two hours. Group members were free to make decision about their role in group to finish the task in time limit.

In grouped cheating technique, students were more comfortable on the fact that they had at least a guide or references in their hands. The students' stress were relived and made them focus on solving problems. Dissimilar to the other weeks, with limitation of times and references, students mostly depended on themselves both individually and assembly. This encouraged students to use all of their skills and knowledge to finish the task. So, what they had learned and practiced in several weeks before was applied in the test session. At the time, instructor only played a role as administrator for test session. Students were free to take control over what and how to finish the test under agreeable rules and in certain circumstances.

Compared to five steps of cooperative learning, (Johnson et al., 2006, 2,30-31.) I preplanned how groups would be formed and structure how the members would interact with each other. I introduced the activity to the students by explaining the task and setting criteria for success. For monitoring and intervening, I walked around the class and I did intervene only a group was out of track in order to help them get on the right track. Then, I set time for a group to present their work in class and a one page paper to the instructor. However, I did not asked the groups to rate their own performance but I encouraged them to talk in AAR instead. Contrary to Garfield (1993) and Onwegbuzie & Daros-Vaseles (2001) who used cooperative learning activities to replace traditional lectures for teaching statistics and research; I used it as a supplement. It's still different from Kaufman, Sutow, & Dunnwork (1997) who used three distinct approaches of cooperative learning; I only used informal learning groups. Moreover, there is a difference among designs; Özlem (2004); Simpson (2011); Herrmann (2014) used quasi experimental design in their studies; my design is participatory action research.

For the learning results, I graded two group papers from activity 1, 2 and 3. The total score per activity are 10 points. 5 points or lesser is fail; 6 points and over is pass. The group scores were presented in table 1.

Table 1
Group scores divided by activity

Activity	G1	G2	G3	G4	G5	G6	G7	G8	G9	G10
1	4	3	5	4	6	5	4	3	3	5
2	4	4	6	5	6	5	4	3	4	6
3	5	5	6	5	7	6	6	3	3	7

Similarly, most students in these studies appear to regard cooperative learning as an effective instruction approach but the improvement of performances are not clear. The approach itself might not be enough to promote a deep approach to learning. (Daros-Vaseles, 2001; Bayat, Özlem, 2004; Simpson, 2011; Herrmann, 2014)

I saved the last 10 minutes for the whole class to do after action review. I told them to feel free to express their comments because I need them as a feed forward for improvement. The attitude towards group activities and overall learning are as Table 2

Table 2:
Students' Attitude towards Cooperative Learning

Positive	Number of groups/group total	Negative	Number of groups/group total
Group cohesion	4/10	Be nervous	1/10
Idea sharing	4/10	Feel under pressure	1/10
Analytic thinking	4/10	Unexplainable	1/10
Diversified thinking	3/10	Dislike group work	1/10
Enjoy	2/10	Incompatible	1/10
Self assessment	2/10	Noisy	1/10
Enthusiastic	1/10	Unable to manage time	1/0

Merry	1/0		
Exciting	1/10		

From table 2, students have positive attitude towards class activities in terms of group cohesion, sharing idea and thought, encourage thinking and providing good mood in learning. The results were conformed to the model of cooperative learning; that are, (1) Positive interdependence. (2) Individual accountability. (3) Face-to-face promotive interaction. (4) Appropriate use of collaborative skills and (5) Group processing. (Kagan, 2003, <http://serc.carleton.edu/introgeo/cooperative/whatis.html>) On the contrary, some groups were negative. They couldn't adjust themselves to a team work. From my observation each member of these group did not have enough information to share. The two groups prefer individual learning by lecture than group activities. These were students' reaction to cooperative learning in the first six weeks of the semester. Positive attitude:

Our team helps each other to solve the case. We share our ideas which we have never done before. (group 3). We can learn together. It's wonderful. (Group 5) Fun, Merry, (Group 10) We learn, laugh, and feel relax. (Group 4) Negative attitude: We are nervous and feel under pressure, the group thing is new to us. We can't manage time to get the case solved on time. (Group 8) Do we waste time to study in group? (Group 8) It's unexplainable. (Group 6)

Conclusion

When I began my teaching career, I teach which I knew and had experiences. I do my research in my field of interest. It is common things among legal lecturers in law school. One day I participated in the university teaching and research conferences. Cooperative learning and PAR attracted me. I wish to try them in my class and I did. Both of them not only change the students' learning, but also change my teaching paradigm.

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BESSH-16

**A Study on the Pharmaceutical Access of Population in Thailand under Trips Agreement
(Agreement on Trade-Related aspects of Intellectual Property Rights)**

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Abstract

Essential medicines are one of the basic requirements of people. Thus, access to the life-saving drug and effective health product is the basic factor that need to be provided for everyone. However, it cannot be denied that intellectual property also plays an important role in the world. The TRIPS Agreement was established in order to give medicine producers intellectual property rights as an incentive to create new medicines and provide some flexibility that increases opportunity for people to access essential medicines. TRIPS Agreement provides flexibility for several purposes, especially with regards to public health problems, in order to increase access to life-saving medicines and maximize public interest. The agreement concerns public health problems afflicting many countries. It establishes the minimum standards of intellectual property protection. WTO members (including Thailand) have the right to interpret and implement the agreement to protect public health and to promote access to medicines for all. For example, WTO members have the right to grant compulsory licences when they determine that the circumstances involved are public health crises (national emergency or extreme urgency). In addition, WTO members with insufficient or no manufacturing capacities in the pharmaceutical sector have the right to import generic drugs produced under compulsory licences from other countries. However, this decision should be interpreted and implemented on a good faith basis in resolving public health problems, not for industrial or commercial purposes; and drugs are to be prevented from diversion to third markets. It can be said that, the principles of the TRIPS Agreement are to allow each country to adopt measures necessary to protect intellectual property, to maximize public interest (to protect public health), and to enforce the transfer of technology. Moreover, a government should adopt measures that balance benefits between producers and users, and enhance economic and social welfare.

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Keywords— Essential Medicines, Intellectual Property, TRIPS Agreement

Introduction

Intellectual property rights under TRIPS Agreement become a more and more important part of trade, protecting the interest of producers (Pawita Kakhai, 2016). The general idea and knowledge of protecting intellectual property right come from the recognition that the value of new medicines and other high technology products lies in invention, innovation and research. Especially, the values of new medicines are information, creativity and research that save human life (WTO, internet). High technology products and new medicines are mostly derived from ideas and knowledge of creators. The products are not bought and sold because of the information and innovation they contain, not just the chemical substances used to make them. Hence, the creators should obtain the right to prevent others from using their creative products, and should receive payment in return for others using their creative invention (WTO, internet). Because each countries have different goals, history, culture, tradition political climate, social, economic and technological development, they should have their own measures, rules and legal mechanism that fit to their countries. The principles of the TRIPS Agreement are to allow each country to adopt internal measures, formulate or amend their laws and regulations. These suitable measures and regulations are necessary to protect intellectual property, to maximize public interest (to protect public health and nutrition) and to enforce the transfer of technology (Li, P. H. 2013). Moreover, a government should adopt measures that balance benefits between producers and users, and enhance economic and social welfare. However, the measures and regulation they adopt should be consistent with the provisions of this Agreement (Yu, P. K.2009). Article 8:1 of the TRIPS agreement also advises that developing country members (including Thailand) are expected to have the discretion to adopt internal measures they consider necessary to protecting public health but these measures they adopt should not violate the terms of the agreement (Correa, C. M. 2010). This suggests that measures adopted by developing and least developed members to address public health should be considered to be in line with the TRIPS Agreement, and that any member seeking to challenge the exercise of discretion should bear the burden of proving inconsistency. Discretion of each country to adopt measures is built in to the agreement. Challengers should bear the burden of establishing that discretion has been abused (Trade, I. C. f. and S. Development 2005). It can be seen that, TRIPS agreement allows the member to adopt their own measure and regulation related to intellectual property right in the way that promote their public health and nutrition as well as

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enhancing the public interest but these measure and regulation should be consistent with the terms provided by agreement. By doing these, it provides long-term benefits to society because when intellectual property is protected, producers are encouraged to create new inventions. When the terms of protection expire and the creations and inventions enter the public domain, governments are allowed to use them and create higher technology products in order to, for example, tackle public health problems. TRIPS mandates that all member countries have to provide protection for intellectual property right at certain minimum levels specified TRIPS agreement. Thailand is one of WTO members, so Thailand has to implement and enforce minimum standards for protecting intellectual property rights.

With the above reason, the researcher has seen that the TRIPS Agreement provisions influence Thai patent law. Hence, to study benefits and impact of TRIPS Agreement on Thailand and its citizens in terms of access to medicines and public health shall be made to have collect understanding on public policies and law enforcement that will be helpful to protect the right and promote the quality of life of Thai population.

Objectives of Study

- A. To study the concepts, rules, and methods to protect pharmaceutical patents under TRIPS Agreement
- B. To study the impact on accessing to medicines of Thai population as Thailand is one of the member countries of the World Trade Organization (WTO) that follows TRIPS Agreement.

Scope of Study

The research on the pharmaceutical access of Thai population under TRIPS Agreement is the study on the rules and legislative results related to the protection of pharmaceutical patents under TRIPS Agreement and flexible measures to provide the protection of pharmaceutical patents to support the pharmaceutical access in developing countries. Thus, this is to compare the effects of the access after becoming the WTO membership and implementing TRIPS Agreement.

Methodology and Data Analysis

The research on concept and rules related to the protection of pharmaceutical patents and flexible measures under TRIPS Agreement is the research procedures to find a legislative measure, which is appropriate and conform to international agreement to apply to use with Thai law by using Qualitative Research. And, this research is a documentary research.

- 1) Sampling group; this research was conducted by analyzing from the document, so it did not identify population and sampling group.
- 2) Research tools; this research is a Documentary Research, and it is conducted by searching for information from related documentary sources such as international agreements, international treaties, laws, rules, regulations, judicial decisions, theses, meeting reports, and other documents published on internet to obtain as a knowledge base to analyze, synthesize, compare, and evaluate for further results.
- 3) Data Collection; a data has been collected from different sources and kept as Secondary Data. It is the data that has been analyzed and interpreted by others such as international agreements, international treaties, and legal provisions. The important and related documents in this research are collected from International Agreement, The Patent Act B.E. 2522, foreign patent laws, the enforcement on rights as per international law, including the judgment of the court of Thailand and the judgment from other countries as well as other related academic documents such as textbooks, journals, academic articles, research reports, theses, meeting reports, and other documents published on internet.
- 4) Data Analysis; the researcher has integrated data obtained from studying and searching from academic papers by analyzing and comparing the synthetic approach according to the Qualitative Data guideline, which is a descriptive data analysis. The content analysis is obtained to use to summarize key points as follows.
 - a. Rules, concepts, and methods to protect pharmaceutical patents under TRIPS Agreement.
 - b. Flexible measures to protect patent in order to support the pharmaceutical access in developing countries
 - c. The impact of the pharmaceutical access among population in Thailand due to pharmaceutical patent protection and flexible measures of TRIPS Agreement

Expected Benefits

- 1) To understand the legal rules under TRIPS Agreement to protect pharmaceutical patents and flexible measures to promote pharmaceutical access.
- 2) To recognize the measures and guidelines to perform enactment and enforcement of the domestic legislation in accordance to TRIPS Agreement. Thus, it is to promote public health policy and the pharmaceutical access.
- 3) To obtain knowledge from the study to use as a guideline to identify appropriate policy and legislative measures to promote the access to the medicines effectively.

Results and Discussion

Thailand attempts to fully use the flexibility provided by TRIPS Agreement in order to promote public health. Article 51 and 52 of Thai Patent Act B.E.2522 (hereafter called “TPA”) was adopted in compliance with TRIPS Agreement Article 31, providing for a non-voluntary government to use licenses (Kuanpoth, J. 2010). Article 51 of TPA authorizes any ministry bureau or department of the government to issue a compulsory licence on various grounds of public policy in order to promote public interest, including in case of carrying out any service for public consumption or which is of vital importance to the defence of the country or for the preservation or realization of natural resources or the environment or to prevent or relieve a severe shortage of food, drug or other consumption items or for any other public service as well as during a state of war or emergency. When one of these serious bases occur, the government can grant the compulsory license to solve crisis situation by not needing to wait for a period of three or four years as in the case of compulsory license for local working. TPA also requires the government to notify the patentee in writing without delay and to pay remuneration to the patent holder or existing license (Patent Act B.E.2522, Art.51-52). TPA does not clearly mandate that the government agency has to attempt to negotiate with patent holders in order to obtain authorization from the right holder before granting compulsory licenses.

In line with Article 31(h) of the TRIPS Agreement, Article 51 of the TPA also mandates the licensing authority to provide details about the rate remuneration and conditions for the issuing of a compulsory licence to the Director-General of the Department of Intellectual Property (Kuanpoth, J. 2010). TPA requires both parties to negotiate to evaluate the rate of the royalty. If the parties cannot reach an agreement within the period offered by the Director-General, the Director-General themselves will make a decision for the royalty rate and conditions. Parties may appeal the decision to the Board of Patents, and to the Intellectual Property and International Trade Court within sixty days (Patent Act B.E.2522, Art.51). The appeal provisions were drawn in order to comply with TRIPS Article 31 (i) and (j), which mandate that any decision relating to the authorization of compulsory license and the remuneration “shall be subject to judicial review or other independent review by a distinct higher authority in that Member. The patentee can appeal only the terms of the licence, but cannot appeal the grounds for the grant of the licence. In addition, under TPA, the appeal by the patent holder does not delay the process of granting the license (Kuanpoth, J. 2010). It can be concluded that the condition for compulsory license under TPA is incorporate to TRIPS Agreement. These provisions allow Thailand to adopt safeguard measures in order to promote public health and access essential medicines.

Parallel importation has not occurred in Thailand. However, Thailand also recognises the importance of benefit for patient in lower price of medicine and decides to adopt the provision of international exhaustion right that allows parallel importation. TPA considers the patent rights to be exhausted after the first sell of the patented medicines by the patent holders or with their consent, regardless of the place of sell, thus facilitating parallel import of patented pharmaceuticals into Thailand (Kuanpoth, J. 2010). The term of TPA is unclear as to whether parallel import could be made from sources unauthorized by the patent holder such as drugs under a compulsory licence. In order to promote the access of essential medicine in developing countries, TPA may authorize parallel imports of patented products that are available in the foreign market at lower prices than the domestic prices due to a compulsory licence being granted in a foreign country (Kuanpoth, J. 2010).

As can be seen above, Thailand can adopt effective safeguard measures that are directly based on TRIPS Agreement. TPA has a general provision to promote public health and enhance the access to medicine. TPA allows Thailand to apply appropriate measures to make patent drugs available for their poor population. These result in increasing the number of needed drugs in affordable prices and increasing an opportunity for Thai people to access medicines

Conclusion

TRIPS Agreement provides flexibility for several purposes, especially with regards to public health problems, in order to increase access to life-saving medicines and maximize public interest. The agreement concerns public health problems afflicting many countries. It establishes the minimum standards of intellectual property protection (Collins-Chase, C. T. 2007). WTO members have the right to interpret and implement the agreement to protect public health and to promote access to medicines for all. For example, WTO members have the right to grant compulsory licenses when they determine that the circumstances involved are public health crises (national emergency or extreme urgency). In addition, WTO members with insufficient or no manufacturing capacities in the pharmaceutical sector have the right to import generic drugs produced under compulsory licenses from other countries. However, this decision should be interpreted and implemented on a good faith basis in resolving public health problems, not for industrial or commercial purposes; and drugs are to be prevented from diversion to third markets. These result in increase access to life-saving medicines and promote public health (Collins-Chase, C. T. 2007). Thai Patent system and government’s policies mostly comply with TRIPS Agreement and also fully adopt safe guard measure and flexibility provided by TRIPS Agreement. Thai Patent system allows wide range of government power in order to manufacture, export and import patented medicines. Thai Patent system and government’s policies have strong

provisions that promote public health and enhance the access to medicine. Thai Patent system allows Thailand to apply appropriate measures to make patented drugs available for their poor population. These result in increasing the number of needed drugs in affordable prices and increasing the opportunity for Thai people to access medicines.

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BESSH-16

Using Multiple Intelligences to Teach Japanese Language and Culture in a ClassroomPhalaunnaphat Siriwongs¹, Pailin Klinkesorn^{2*}^{1, 2}*Suan Sunandha Rajabhat University, Bangkok, Thailand*

Abstract

In the globalization nowadays, teaching with the old strategy by standing in front of the class room is obsolete. With increasing technology and opportunity, students have rapid access to information that only decades ago would have taken weeks to obtain. Unfortunately, new techniques and technology is not a cure for the fundamental problems that have plagued the classroom ever since education was established. Class size has been an issue long debated in academia. While it is difficult to pin point an exact number, it is clear that in this case more does not mean better. By looking into the success and pitfalls of classroom size the true advantages of smaller classes will become clear. Previously, one class was comprised of 50 students. Being seventeen and eighteen- year- old students, sometimes it was quite difficult for them to stay focused. To help them understand and gain much knowledge, a researcher introduced “The Theory of Multiple Intelligence” and this, in fact, enabled students to learn according to their own learning preferences no matter how they were being taught. In this lesson, the researcher designed a cycle of learning activities involving all intelligences so that everyone had equal opportunities to learn.

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Keywords— Multiple Intelligences, Role Play, Performance Assessment, Formative Assessment

Introduction

Multiple Intelligences is the theory about people and their different types of intelligences (Nipon Sasithornsawapa, 2016). Howard Gardner’s Multiple Intelligences (MI) theory says that all human beings possess eight “intelligences”, though not each of us is necessarily strong in all of them. With this reason, it is very challenging and practical to apply this theory in teaching Basic Japanese. This course is geared toward the deeper understanding of Japanese language and culture with the various facets that can be applied both inside and outside of the classroom. Students are to summarize Japanese grammar and comprehension effectively.

Literature Review

The researcher realized and felt that this theory was applicable to teach students in the classroom appropriately, then eagerly started to introduce students to this theory which could have accommodated for this variety of learning styles. To clarify this theory, here comes Howard Gardner’s Multiple Intelligences as following:

- 1) Naturalist Intelligence involves the ability to understand nature’s symbols, to respect the delicate balance that lets us continue to live.
- 2) Interpersonal Intelligence consists of the ability to understand, perceive and discriminate between people’s moods, feelings, motives, and intelligences.
- 3) Logical-Mathematical Intelligence consists of detect patterns, reason deductively, and think logically.
- 4) Spatial Intelligence can lend itself to the ability of visual perception.
- 5) Intrapersonal Intelligence develops from internal resources. It focuses on imagination, patience, discipline, motivation, and a great deal of self-respect.
- 6) Bodily-kinesthetic intelligence entails the ability to understand the world through the body. This includes ability to manipulate objects, and to carry out dedicate movements using precise control.
- 7) Musical Intelligence makes use of sound to the greatest extent possible. This involves the ability to understand of pitch, rhythm, and timbre.
- 8) Linguistic Intelligence involves the mastery of language. Having students write, read and role play develops their linguistic intelligence.

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The Process of Research

In order to assess students for understanding, the qualities of good assessment are important to be considered. The researcher always introduces two assessments to students namely Performance Assessment and Formative Assessment.

Performance Assessment

The role play project allows students to explore their creativity. Each can choose to make own plays funny, serious, or both while still providing adequate information to the reminder of the class. The reason that the researcher always chooses role play as a method in teaching this topic is students are able to engage personally with the material, and the researcher enjoys the fact that students are able to. To assess students fairly and appropriately, they will be rated in group. At first, students form a group of seven and pay close attention because they are fascinated with the material, rather than simply feeling obligated to stay awake and prepare for their role play project. Every group has about 10 minutes to do the role play. From this point, students with various intelligences can fully show their capacities. The following rubric is specifically provided for the role play:

Table 1:
Role Play Rubric

Scoring criteria	4 Excellent	3 Good	2 Need some improvement	1 poor
Participation	Always willingly focus during group work and presentation.	Usually willingly focus during group work and presentation	Sometimes willingly focus during group work and presentation	Rarely willingly focus during group work and presentation.
Remaining on Task	Complete work with the expected timeframe Manage time effectively	Complete work with the expected timeframe.	Require some assistance to complete the task	Need to be redirected to the task by teacher or other member of the team
Achievement of purpose	A purpose is clearly established and effectively supported.	A purpose is clearly established and generally supported.	A purpose is established but may not be supported.	A purpose is vaguely established and may not be supported.
Group Creativity	Co-operatively work and fully share abilities to one another	Well organized and show abilities clearly	Quite organized yet some mistakes found	Choices demonstrate little awareness and do little to enhance a role play.

Formative Assessment

In addition to assessing from role play, the researcher is supposed to check their understanding and judge the students' success from the mid-term paper. The researcher prefers an essay writing to multiple choices questions since the essay gives students an opportunity to show how effectively they can develop their point of view, present their ideas logically and clearly, and use language precisely. The rubric below fosters communication between the teacher and students. This method of assessment allows the facets of the mid-term paper and their corresponding point values to be clear to both parties. The students and the teacher also benefit from the assessment's ability to account for the whole as well as its components. Primarily the test is graded with two specific standards in mind. The question is worth to five points. Three from these five points are judged contents and ways in which the students perceive and interact with the question. The remaining points are incorporated grammar, and sentence structure.

Table 2:
Rubric for Midterm Examination

Criteria	3	2	1	0
Content	Successful completion of all parts of the question as well as creative incorporation of outside knowledge.	Most part of the questions was answered, and above average knowledge of the material was shown.	The bare minimum of information was related, and at times inconclusive.	The answer clearly displayed that the student was unfamiliar with all parts of the question.
Grammar	N/A	Spelling errors are few and do not affect understanding. Word choice is thoughtful and shows mastery of the English language.	Spelling errors are numerous, but do not greatly affect understanding. Word choice is correct and shows knowledge of English	Spelling errors are numerous and effect understanding. Word choice is sometimes incorrect and shows little knowledge of English

To judge the success of assessment method, the researcher insists that the self-assessment paper be distributed to students and ask them to evaluate teaching strategies in turn. This ensures the researcher for the qualities of assessment methods and activity. Undoubtedly the researcher strongly believes that both assessment strategies are useful and show how well students understand Basic Japanese Language and Culture.

Naturally, this course bores students as everyone must sit and listen to what the teacher describes or depicts. Besides, the teacher must create more activities that are attractive to students so that they will be satisfied with working in groups or the activity provided. Supposed that students feel comfortable in the classroom, the effectiveness of learning will be brought about. The researcher always thinks that a role play is the most interesting activity to apply for students because they are able to use knowledge to perform meaningful tasks and work cooperatively with others. Interestingly, the Japanese language is always relevant to their daily lives as this language helps the individual can communicate well in a just society and be able to apply this language meaningfully to run business or experience new things.

Methodology and Data Analysis

Having taught for almost 4 years, the researcher found that students gained knowledge from various styles of learning. In the past the theory of multiple intelligences benefited the researcher as a lecturer to create a daily lesson plan for practical use in the classroom. This, in turn, allowed each of students to learn in a way that was associated to his/her strengths.

The first step: Introduction Stage

The researcher introduced the lesson by giving a brief overview, while allowing students to answer questions and reacting to handouts, pictures, and posters to check their prior knowledge.

The second step: Setting Group work

From my observation from the first semester, I found that each of the students in a classroom had various styles of learning. This benefited me to form the group appropriately and then discussed “Japanese Cultural Fair” (Nihon Matsuri). Students enthusiastically shared ideas and worked together to achieve the goal of group. Group work enabled students to understand and discriminate between people’s moods, feeling, and motives. The interpersonal intelligence can be fostered through having students work together. The researcher really touched to the sense of humor and fun when they worked happily with their friends; moreover, each group created some pictures or posters related to what they planned for role play. They cut paper, colored pictures, and eventually produced Sakura trees, Japanese Garden: bamboos and pebble, and many others. Then, students created their role play.

The third step: Performing Role Plays

In this specific role-play, students worked cooperatively with their friends and displayed empathy and understanding. This refers to Interpersonal Intelligence. Also, they had the ability to push to the limits both personal and academic knowledge and meld it into cohesive learning. Each group performed their role plays from the topic provided for 10 minutes.

Results and Discussion

The Role play, for students, was far more successful than the researcher expected. Students were able to engage personally with the material. The researcher enjoyed the fact that students were able to pay close attention because they were fascinated by the material, rather than simply feeling obligated to stay awake. In this specific role-play, students were able to work cooperatively with their friends from their different learning styles and had the ability to push to the limits both personal and academic knowledge and molded it into cohesive learning experience. Teaching without role play showed 40% for their writing abilities while applying the role play to support the lesson showed more than 60% from all students to improve their writing ability. Eventually, applying multiple intelligence theories to teach students is one of the most effective ways that fosters students to discover new things from various styles of learning.

Suggestions

By no means do students get bored of lesson so long as the researcher applies the role play to teach them. Not only they can show their abilities to others but also they are able to understand the lesson deeply and keep their retention to apply in their lives. It is not strange that applying Multiple Intelligence Theory can be applied to different field of subjects appropriately.

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BESSH-16

The Inequality between Income and Human Capital Investment in Thailand

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Abstract

Education and Income inequality are like two sides of the same coin, and for years this is a major area for research in different countries around the world regardless of sociological, demographic, and economic characters. Using a conceptual framework, this study sheds light on ongoing problems of education and inequality in Thailand. This study also shows that the income inequality is prevalent in the country and better education is the major contributor for eliminating income inequality in the country. Moreover, the paper proceeds to analyze the substitution effect, income effect, and total effect. Education and income inequality have become a very large research area up to now, with evidence from many settings showing that education matters more for labor market outcomes than it did in the past. This research suggests that better education be the first step towards reducing income inequality in Thailand. Hence, government should put more effort in improving the education in the country as education is considered as a life-long investment of human.

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Keywords— Education, Inequality, Income, Human Capital Investment

Introduction

Education is a basic objective of development and plays a key role in the ability of a developing country to absorb modern technology and to improve the capacity of self-sustaining growth and development. Even education is a long term investment, it provides valuable assets to recipients as a source generating higher income and higher quality of lives as well as creating spillovers to the economy. Moreover, human quality improvement helps improve productivity and protect the justice, human right, environment, and even financial crisis.

Fields(1980) pointed out that education may affect the distribution of income in a variety of ways: by raising the level of income; by changing, for better or worse, the dispersion of income; by opening up new opportunities for the children of the poor and thereby serving as a vehicle for social mobility and/or, by limiting participation to the children of the well-to-do, transmitting intergenerational inequality; by offering greater access to favored segments of the population (boys, city-dwellers, certain racial groups); by rewarding differently the education received by these groups; through public financing, by taxing some more heavily to subsidize the education of others; and by interacting with fertility, mortality, health, and other aspects of development.

Even theoretically, education raises income equality, empirical studies ambiguously state the relationship between these variables. Thus, the study of education and income inequality in this paper would be beneficial to policy implementation in education and economic development. Learning experiences of countries in changes in equality after supportive educational policy would help Thailand provide more appropriate educational policy to reduce income gap.

Objectives of this paper include to investigate the relationship between education and inequality in Thailand and other countries as well as to find factors determining inequality and how education influences to income redistribution.

Human Capital Investment for Inequality Reduction

Since the main asset of most poor people is human capital, investment in human capital of the poor is a powerful way to augment assets, redress asset inequality, and reduce poverty (Thomas *et al.*, 2000). Blaug (1976) classifies human capital in six categories: formal schooling, on-the-job training, job search, information retrieval, migration, and improvement in health, based on types of human capital according to where and how it is accumulated.

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Education or formal schooling is one way to improve human capital of those people. Now numerous countries target on education as one way of development. Sjöholm (2002) states that education is likely to play an increasingly important role in Southeast Asia the next decade. Therefore, those countries started to have educational reformation and some changes in education situation in the region are detected. However, not only redistribution of education, but also quality of education should be the factor seriously taken into consideration. Low-quality schooling disproportionately hurts the poor and limits future earning opportunities. High income households enjoy greater access to high-quality education (Behrman & Knowles, 1999). Structure of educational system is an important determinant to be concerned in inequality issue (Chen, 2005).

Most developing countries have made a great effort to eradicate illiteracy. As a result, the inequality in the distribution of education has been reduced by more than half from 1995 to 2010. However, inequality in the distribution of income has hardly changed.

Potential Benefits of Education

Education helps improve people's ability to shape lives, strengthening functioning in society and contributing to their welfare directly. Moreover, education can improve earning capacity, health, and lower mortality respectively. Education also increases ability of people to cope with changes in various environments. People can more easily change jobs and provide some economic protection against economic downturns and financial crises. Provided that education is well-distributed and targeted to the poor, this can facilitate social inclusion—people included in mainstream society, overcoming social obstacles and increasing productivity.

To protect environment, investing in human capital is a good way in the long run. More education, especially to women, reduces demographic pressure on natural resources and environment and better in managing natural resources.

Furthermore, human rights and social justices can be improved by distributing more education. Basic education enables the poor to learn about civil and political rights. That helps in building institutions, improving governance and fighting corruption.

Many studies show positive relationship between years of education per person and output growth. However, misallocated government expenditure on education might contribute little to poverty reduction and instead increase inequality.

A strong academic background is not always sufficient to allow students to overcome financial barriers. This does, however, significantly improve postsecondary opportunities. Within income groups, students with high levels of achievement are significantly more likely to go to college than others, as are those whose parents have high levels of educational attainment (Baum & Payea, 2005).

The Effects of Education on Income Inequality

Theoretically, relationship between education and income inequality is illustrated by traditional models of human capital theory. Income distribution is related to the population's average schooling and dispersion. Income inequality increases with educational inequality. In contrast, for a given distribution of education, an increase in average schooling has an ambiguous effect on income distribution.

From the models of human capital theory showing the level of earnings (Y) of an individual with S years of schooling:

$$\log Y_s = \log Y_0 + \sum_{j=1}^s \log(1+r_j) + \mu,$$

where r_j is the rate of return to the j -th year of schooling and μ reflects other factors that influence earnings independent of education. The function can be approximated by

$$\log Y_s = \log Y_0 + rS + \mu$$

Using a bar over a variable to denote its mean, we can write the distribution of earnings as

$$\text{Var}(\log Y_s) = \bar{r}^2 \text{Var}(S) + \bar{S}^2 \text{Var}(r) + 2\bar{r}\bar{S} \text{Cov}(r, S) + \text{Var}(\mu)$$

Therefore, an increase in educational inequality ($\text{Var}(S)$) leads unambiguously to greater income inequality, with other variables held constant. If the rate of return (r) and schooling level (S) are independent, an increase in the level of schooling will also lead unambiguously to a more unequal income distribution. If, however, the covariance between the return to education and the level of education is negative, an increase in schooling can reduce income inequality, implying that more people receive education and return on education declines, reducing income inequality. In case the covariance between the return to education and the level of education becomes positive, that can be interpreted that access to education may allow people with high ability to earn more income than people with low ability, even when all of them have the same level of education.

Education and Inequality in Thailand and Developing Countries

De Gregorio & Lee (2002) investigated why inequality differs so much across countries and between regions, and how some countries have been able to reduce. They find that income distribution in the countries in Africa and Latin America has been systematically less equal than in those of OECD and Asia. The result corresponds to some other empirical evidences. Venezuela has favored on higher education, not primary. This therefore worsens allocation of income and induced inequality. Thomas *et al* (2000) shows evidence of inequality increase through Gini coefficient. Only increasing in public spending on education may not achieve in inequality reduction.

This also depends on how to spend the budget, which affects education attainment.

Thailand is the country considered as one of the most successful in generating growth and development in the past 40 years (Krongkaew, 2004). This has induced higher average income of the country and brought down the incidence of poverty. Empirical researches show that people in rural area earning low income and leading to poverty have just primary education (World Bank, 1996 and 1997). Higher education policy causes strong in equalizing effects of education to Thailand. The World Bank (1997) states that educational attainment is an attribute that differed significantly between the poor and non-poor. While about 85 percent of household heads in 1992 had a primary education or less, almost all the poor were in this category. Occupational status of the household head also differed between the poor and non-poor: almost three-quarters of the heads of poor households in 1992 were involved in agriculture, compared to half those in the overall population.

Education as a Way to Reduce Inequality

One of the reason explaining why the outcome of educational policy of Thailand is different from that of other countries with more successful in developing equality among people in the countries is that proportionally lower enrolment of secondary school. Thailand has realized the severe problem of educational policy to inequality. With a lot of effort put on increasing higher education enrolment, Thailand began to succeed in achieving to approximately 70% of enrolment to secondary school and 40% for high school in 1990s. However, this is still lower in term of international standard. Broader access to education is a good way to reduce education disparity, a determinant of income inequality on the assumption that more education leads to more income. Education also contributes in improving productivity and skills. Hence, government plays an important role in improving equality through reducing education disparity. Public policy on education becomes critical factor on improving equality in Thailand.

Education is the best way to develop skill which is very important to country's economic growth and social-wellbeing.

Conclusion

Based on human capital theory, higher education leads to higher returns; education becomes one of the solutions for reducing poverty as well as improving growth of many countries. Thailand is also one of those countries trying to promote education to generate more growth and succeeds in economic developing, but from empirical evidences, education is worsening. According to empirical studies, even education improves human capital; this is ambiguous to income equality change. It has been found that the key explaining why Thailand had negative relationship between education and income redistribution is that enrolment of secondary education of the Thai is low. Therefore, educational inequality between people in urban and rural area occurred, inducing income inequality because of lower productivity and skills for less educated people.

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BESSH-16

The Relationship of Co-Existence of People in the Community by Interacting amongst Houses, Temples, and Schools: The Case Study of Wat Pracharabuehtham Dusit, Bangkok

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Abstract

The aim of this abstract was to study the way of people in the community lives in terms of culture and custom and factors affecting to alliance system. The result showed that all communities were Bangkokians and worked as gardeners around there before the civilization of Bangkok. The other group of community was those who rented areas of temples. These two Buddhist groups of people led their lives with the support of temples namely cheap rent and free tuition for children. Because of the fact that the community was not located on the non-business area, income was generated from renting and the patronage of Buddhists to join Buddhist ceremonies. The community was so proud of using the temple's name for the community, which comprised 4 small communities. This reflected to co-existence which implied the culture of Thailand and made happiness to the old.

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Keywords— Community, Co-Existence, Temples

Introduction

Bangkok is the city of variety where everyone can live with freedom. In the past there were no exact laws about habitats. To know more about how to live, the researcher threw back to the past. The residential areas were divided in accordance with the classes of the residents who were either upper-class or lower-class. The rich received the land for building residences from the Kings while the lower-class could build residences in religious areas, especially Buddhist temples and the enormous temples built prior the 19th century. Since temples in Bangkok had too many lands to take care, it was hard to manage all of them. Hence, the areas within the temples were full of scary, thick forests. As a result, the temples allowed the local people to reside in their areas under the interdependent conditions. People living inside the temples' territories worked as the labor for the temples' maintenance and cleanliness. At the same time, the temples spared some areas not only for building residences, but also farming and doing some businesses. When there were religious ceremonies, the residents would help the temples to organize the ceremonies without receiving any payments. Co-existence is an interdependent way of living based on Buddhism in which mercy for human kind and gratitude toward temples who gave them lands to live are the principles. The temple rent control law in the 19th century permitted the temples to be the landlords. The tenants could rent the lands in low prices.

The bond between people living in the temples' territories, including those who are tenants, was born from the interdependency between them. When there were the establishments of elementary and secondary schools in the temples' territories, these Thai communities were uniquely formulated by the independence between families, temples, and schools. This kind of relationships has been evident in Thai society since the settlement of Bangkok until today.

Lands used for setting up residences are common in all fifty districts of Bangkok. For the ancient areas like Dusit district and in the middle of Bangkok, the inhabitants still live inside the temples' territories and the temples have not planned to revoke the lands. While people living in the same neighborhood are committed to the way of living in the society, temples' activities, and attendance in the educational institutions in the temples' territories. It found out that WatPracharabuehtham (Pracharubuehtham Temple) is an area that temples allow local people to live in temples' territories in the form of hiring a piece of land for more than a century and the temples' tenants still maintain the Thai traditional way of life. However, the mechanisms for neighborhood management had been modified in accordance with Bangkok Administration Law (2005). In terms of the way of living, people in the neighborhoods still use the temples' lands and activities as the center of neighborhood administration. The living atmosphere is still remained traditionally Thai in the midst of urban prosperity which influences the liberal lifestyle that lacks interdependency.

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Thus, before the arrival of capitalism would change the basis of the Thai society and its tradition and affect the way of living in the urban society, the study of “Sustainable Development Management by Using Residence-Temple-School Model in the Neighborhoods where Temples are Dwelling Places: A Case Study of WatPracharabueham Neighborhoods, Dusit District, Bangkok” must be done in order to develop a guide to live in other urban societies. In the past, people used to live interdependently under the relationships between family, religious, and educational institutions. This model has become a basis of Thai neighborhood management for such a long time. Hence, the conservation of the traditional way of living which is a Thai cultural symbol should be studied at the moment. Nowadays Suan Sunandha Rajabhat University cooperates with the community to support group of masseurs to get income and herbal balms; hence, this interest the researcher.

Objectives of Study

- A. To study the way of people in the community lives in terms of culture and custom.
- B. To examine factors affecting to alliance system.

Concepts and Theories

The study of “The Relationship of Co-Existence of People in the Community by Interacting amongst Houses, Temples, and Schools: The Case Study of WatPracharabueham Dusit, Bangkok” consists of the following concepts and theories:-

- 1) The Concept of Neighborhood Study of Brownell (1950) and Warren and Lyon (1983).
Bakor Brownell (1950:9) said, a neighborhood can be altered by humans who are the significant mechanism and bring about the unstoppable change.
Roland L. Warren and Larry Lyon (1983:7-10) suggests the importance of the city's size and the change in neighborhood's economy.
- 2) The Concept of the Neighborhood's Existence in terms of the Bond between the Local People and the Neighborhood.
Jeffres et al. suggests the importance of the bond toward the neighborhood in terms of living in the same neighborhood (Jeffres, Dobos, & Sweeney, 1987).
- 3) The Modernization Theory and the Concept of Maintaining the Thai Neighborhood Identity.
Chattip Nartsupa criticizes that the national administration of Thailand has been influenced by the western culture. The adaptation to the western culture leads to the loss and local and neighborhood identities. The Capitalism also affects the traditional relative system and the land use as well as the mass production which brings the poverty to the lower-class citizens (Nartsupa, 2010: 150-159).
- 4) Functionalism Theory by Talcott Parson.
The studies in the field of anthropology suggest that the internal influence of the local people in the neighborhood is related to the pattern of neighborhood's culture. Social roles, social systems, neighborhood's economy, and changes will impact the changes within the society which has been retaining its status quo.

Research Methodology

- 1) Exploring the demographics of neighborhoods located in WatPracharabueham's territories (Wat Pracharabueham Neighborhoods 1-4).
- 2) All-year-round Participatory Observing the official and nonofficial social activities of the neighborhoods.
- 3) 3 Group discussions among the local people in the neighborhoods (classified groups into Elderly, Working Age, and Youth; there are 30 samples in total).
- 4) Interviewing the president of WatPracharabueham Neighborhoods, the temple's representative, the school representative, and three local people who have been living in the neighborhoods for more than 30 years.
- 5) Organizing Neighborhood Development Planning Activity by using Appreciation, Influence, and Control (A.I.C) Approach.
- 6) Preparing questionnaires to know happiness of people in the community.

Results

- 1) WatPracharabueham neighborhoods still maintains the neighborhood's culture by building up 'home' relationship between local people in the neighborhoods, the temple (WatPracharabueham), and the school (an elementary school located in WatPracharabueham neighborhood). When organizing an activity promoting the interdependency in the neighborhood, WatPracharabueham Neighborhood is a leading player who ties in all other neighborhoods together. Only WatPracharabueham Neighborhood 1 is used for residency while WatPracharabueham Neighborhood 2,3, and 4 are the areas where the private sector name them in reference to the same vicinity. Their strong formation and activities in the neighborhoods are stemmed from their unity in which WatPracharabueham Neighborhood 1 is their center.

WatPracharabueatham Neighborhood is about 40,488 square meters. WatPracharabueatham is located in the middle of the neighborhood. The local people are Buddhists. There are 152 families and 536 local people living in 105 residences resided in this neighborhood. The origin of this community can be dated back for more than a century. There are 6 streets (soi) in this neighborhood. Every house has to use these streets passing the temple and going in and out the neighborhood. In general, the local people make a house rental contract to hire a piece of land within the monastery with the permission from the Department of Religious Affairs. Most houses are two-storey wooden houses. The upper floor is used for residency and the lower floor is used for doing businesses. There are very few one-storey wooden houses. People from other provinces or visitors tend to stay in this kind of residency.

WatPracharabueatham is considered as a comfortable area for visiting. There are three main institutions organizing activities with the neighborhood:-

(1) *The Neighborhood (Households)*

152 households are living within WatPracharabueatham's territories. They always organize merit-making activities together all year round. Moreover, this merit-making activities contribute to the social bond in terms of Thai interdependency. Most of the local people are not rich. They are common merchandisers and employees. However, the local people give a lot of attention to the temple's maintenance and renovation. The temple has been changed from a dusty hundred-year-old temple to a new renovated temple. The temple and the neighborhood collect the money for the renovation by receiving the donations from the local people and the outsiders.

(2) *The Temple*

In this ancient temple, there is also a hundred-year-old ubosot. Since the temple was built in farming area, when the surrounding neighborhoods elevated their lands, the temple's areas was subsided. The temple and the neighborhood pulled up the old pillars of the temple and found a small Buddha image made of gold under the principle Buddha statue in the temple. This shows that the local people in the past offered this Buddha image for worshipping. The temple has kept this Buddha image and promoted the congratulations ceremonies among the religious followers. This is still in process and needs a lot of funds.

The temple receives less than 2,000 baht from each household rental contract a year. The temple provides some areas for the local people to open flea markets and collects money from that. There is a sermon hall in the monastery for the local people to organize merit-making activities and meditation. It is the center for money-making activities which nourish the employment in the neighborhood throughout the year.

(3) *The School*

Bangkok administration founded this elementary school inside the monastery. Most of the children of the local people attend this school. The school cooperates with the temple and the neighborhood organizing year-round social activities

- 2) By applying the A.I.C. approach to study the dimension of WatPracharabueatham Neighborhood's culture, factors affecting the conservation of Thai traditional society in WatPracharabueatham Neighborhoods as well as its connection to the way of life in today's urban society are consisted of the followings.

(1) *Environmental Factors*

This neighborhood was originated from farmers' community. Prior the landfills, the farmers' neighborhood lived nearby the temple. These Thai local people are conservative and bound with the temple's merit-making activities. When there are more and more people living in the monastery, they become friends with the farmers. This is the root of social and cultural strength that has the temple is the core of activity management.

(2) *Social and Cultural Factors*

Before Bangkok established the local administration like in present, the tie between the local people had been emerged for such a long time already, especially in terms of paying respect to the elderly. There are always Buddhist merit-making ceremonies. One of the special features of this community is that on the New Year's Day, the monks from this temple will go to ask for food offerings from every house in WatPracharabueatham Neighborhood 1. Additionally, during the Giant Candle ceremony, the local people will voluntarily collect money to buy and offer the giant candles to the temple.

During the Songkran Festival (particularly on the 13th of April), there is the Water Blessing Ceremony in which the younger individuals pour water on the hands of revered elders and ask for blessing. The younger individuals may also apologize for their rudeness during this event. This is to show the respect toward the elders and the interdependency between age groups.

- (3) Distinguished Characteristics that can be seen from the Peacefulness Ranking in terms of the Neighborhood's Interdependency.

- a. Participating in the temple's merit-making activity altogether
- b. Relative bonds
- c. Helping each other
- d. Unity while working
- e. Ties with the places
- f. Ties with the neighborhood's identity
- g. Continuing the neighborhood's traditions
- h. Paying respect to the elderly
- i. Kindness of the local people
- j. Responsibilities toward the neighborhood

The research shows that the land provision for housing by the temple in the form of low-price rental makes the people believe that the temple is helping the lower-class people. Many elders do not want to leave this neighborhood due to their bond with their friends and the convenience for participating merit-making activities. Also the people in the community who sells products in the temples can get the extra income from herbal products. The community in term of relation previously brought about before the setting of administrative local laws of Bangkok; hence, people and Thai style of living is very important to survive in the Thai society.

Discussion

The maintaining of WatPracharabueatham Neighborhood's identity in the urban society shows that the bond creation by having the temple, the neighborhood, and the school as the basis for living is relevant to the concepts and theories of Bakor Brownell, Roland L. Warren, and Larry Lyon, David A. Karp, P. Stone, and William C. Yoels. It is also incoherent with the concept of the neighborhood's existence in terms of the bond between the local people and the neighborhood according to Jeffres, Dofos and Sweeney (1967) in terms of relativity, friendliness, and good intentions. Moreover, this is correspondent with Functionalism theory of Talcott Parson in terms of the significance of roles and neighborhood's structure. This idea is related to the Modernization Theory and the concept of Maintaining the Thai Neighborhood Identity by Chattip Nartsupa that suggests the Thai society should be the basis of community's economy in the study of neighborhood's cultural economics because the application of the Western administration style into Thai society is failed. Therefore, the neighborhood-ness, no matter in the rural or urban areas, should be based on the real circumstances of the Thai society. This study will be practical and useful to look after the old. At the present, happiness of the old in Thai society is to unit among friends with the same social status and have activities supporting motivation. This study is one of the ways to develop human in the society sustainably.

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BESSH-16

A Survey of Some Criteria to Lead to Make Decision to Study International Tour Guide in Suan Sunandha Rajabhat University

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Abstract

The research aims to survey criteria that influence the participants in general tour guide training (International); this research is a quantitative research. The sample population are persons participating in tour guides training (International), 11th generation and relevant persons with this training project of Suan Sunandha Rajabhat University, total 100 persons. A tool used in this research is questionnaires. The data were analyzed to determine the frequency, percentage, mean and standard deviation; static tests were utilized to test a relationship of the marketing factor and quality factor of curriculum, time, training facilities and traveling factor by using hypothesis test to analyze for determining value of the Pearson Correlation Coefficient (Pearson 's Correlation). The study results are found that the criteria of marketing, quality factor of the curriculum, time, training facilities and traveling to participate in the training curriculum affecting decision making in general tour guide training (International) of Suan Sunandha Rajabhat University having a statistically significant level at 0.01; therefore, the University should conduct more marketing related to the project, as well as, a development of the project's curriculum to have quality constantly.

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Keywords— Decision Making, General Tour Guide Training (International), Suan Sunandha Rajabhat University

Introduction

Tourism segment is an industry in service sector which has the important role affecting overall economic system of Thailand because it generates primary income of the Country; moreover, it's the industry generating many relevant business as, in each year, it can generate income into the Country in foreign currency for hundred billion Bath (Weera Weerasophon, 2016). The Tourism Authority of Thailand (TAT) forecasts the tendency of tourists who would travel to Thailand in 2012, total 19 million tourists, generating income approximately 7.5-7.6 hundred billion Bath. World Tourism Organization (WTO) supported to stipulate the 27th September in ever year to be the world tourism day having the purposes for awareness of importance of tourism in the global community towards cultures, politics, economics of country and the world. All in all, the TAT have supported the industry as TAT envisioned the potential to be the gate to the tourism in the Indochina countries or the center before entering to China, Myanmar, Lao or Cambodia and Vietnam.

Tour guide is deemed to be the one having the important role in tourism industry domestically and internationally as the tour guide is a representative of travel agent and country which provides support and facilitate in several aspects to tourists whether language, traveling, providing useful information and knowledge in traveling and other matter between sightseeing which tour guide could be regarded as a cultural ambassador of country, who provides services and creates good image. In part of Thailand, Thailand has produced tour guide in order to provide tourism guiding for tourists, who can create satisfaction for tourists who came to Thailand for sightseeing; therefore, tour guide is the important person who create liveliness, the model of Thai people and the representative of nation, creating impression in tourists and memory about those countries very well. Suan Sunandha Rajabhat University by Tourism Industry envisioned in importance of this profession; thus, the general tour guide training (international) have been created since 2000 by cooperating with TAT. The project have been continued in to the present as 8th generation by cooperating with the Department of Tourism, Ministry of Tourism and Sports having period in entire training curriculum in theory and practice, approximately over 3 months in order to build strength in academic services to be in conformity with recognized standard and enhance level in language for tour guide profession for preparation of tour guide subject for entering in labor market in ASEAN independently. As many universities are opening training curriculum in the present, producing tour guides to labor market in tour leading in the same as the Suan Sunandha Rajabhat University; however, the interested persons for participating in the training and the selection of universities to participate in the training, as well as, the quality of the tour guides passing the training are

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interesting and worth to follow that there are the difference, different strong point in each university. Therefore, we are interested to study factors affecting the decision making in participating in the general tour guide training (International) to be used in operating project and producing efficient tour guide affecting the ability of performance for providing information and knowledge with quality, further.

Objectives of Study

- A. To survey the affecting criteria to make decision for participating in general tour guide training (International) of Suan Sunandha Rajabhat University
- B. To plan and adjust course of general tour guide training (International) of Suan Sunandha Rajabhat University

Research Methodology

This research is a quantitative research having sample population as the applicants participating in the general tour guide training (International), 11th generation at Suan Sunandha Rajabhat University, total: 100 persons. Data collection was conducted by questionnaires divided into 3 parts: the 1st part is basic data questions of the respondents; the 2nd part is basic behavior questions and the reasons before applying in the general tour guide training (International) by the applicants; the 3rd part is questions related to opinions concerning the factors affecting decision making to participate in training of tour guide.

As the data from the questionnaires was brought to inspect for correctness and completeness, we proceeded in data analysis by bringing the data to enter code for processing data from computer by applying SPSS for calculating to determine statistical value and perform hypothesis test as specified at confidence level of 95% by conducting hypothesis test in analysis for determine Pearson's Correlation Coefficient Value.

Results

A survey of some criteria lead to make decision to study International Tour Guide in Suan Sunandha Rajabhat has the purpose to survey factors that influence the participants in general tour guide training (international) of Suan Sunandha Rajabhat University. The researchers analyzed the data from the research results. Therefore, we present the results of data analysis into 4 parts as follows:

Part 1: The results of personal data analysis of interested persons to participate in the general tour guide training (International)

From the study, it is found that the sample population who are interesting to participate in the general tour guide training (International), case study: Suan Sunandha Rajabhat University are female than male having female as 58% and male as 42%, having age, mostly, between 20-29 years or 47%, secondarily, having age between 30-39 years or 39%, having age between 40-49 years or 11%, having age between 50-59 years or 2% and having age between 18-19 years or 1%; as for marital status, most respondents are single or 82%, secondarily, married or 16% and widow or divorced or 2%; as for educational degree, the respondents graduate, mostly, in Bachelor's Degree or 71%, secondarily, Diploma or High Vocational Certificate or 15% and graduate higher than Bachelor's Degree at 14%; as for occupation, most respondents have an occupation as self-employed or 30%, secondarily, employee or private company employee not related to tourism industry sector or 23%, having occupation in business place related to tourism industry or 23%, having occupation as student or collegian or 13% and having occupation as government official or public enterprise employee or 11%; as for monthly income, most respondents have income between 10,001-15,000 Bath or 26%, secondarily, over 25,001 Bath or 15%, 15,001-20,000 Bath or 13%, 5,001-10,000 Bath or 13%, unstable income or 11% and below 5,000 Bath or 10%.

Part 2: The results of behavioral data analysis and reasons before applying for participating in the general tour guide training (International) The sample population who is interesting to participate in the general tour guide training (international), total 100 persons, the behavioral data analysis and reasons before applying for participating in the general tour guide training (international) Suan Sunandha Rajabhat University, it is found that most persons who are interesting in participating in general tour guide training (international) have ever related with tour leading or 58% and have not ever related with tourism work or 42%; As for the training information receiving through public relation media of the sample population, it is found that most respondents receive information from websites, such as www.google.com and tourday.com or 81%, secondarily, from vinyl board in front of the University and the National Library or 8%, information from other media, such as direct enquiry by telephone to the project and asking from the friends ever participating in the training at Suan Sunandha Rajabhat University or 7% and information from brochure from the project or 4%; as for recommending person providing additional information to participate in general tour guide training (international) of the sample population of the respondents, it is found that most recommending persons who provide additional information for participating in the general tour guide training (international) are friends or 30%, no recommending persons: 30%, secondarily, family member: 25%, professional tour guides: 9%, employees in travel agent: 3% and relatives: 3%. As for the reasons for participating in the training of the sample population answering questionnaires, it is found that most respondents participated for using in profession as a tour guide or 55%, secondarily, for using in profession as a part-time tour guide or 22%, for studying additionally or 9%, for preparing for opening travel agent company or 8%, for obtaining a certificate or tourist guide card to apply in travel

agent company or 6%, for studying further or 6% and other reasons, for example for spending time usefully or 3%. As for the date of application, it is found that most dates are Tuesday or 20%, secondarily, Wednesday or 19%, Thursday or 17%, Friday or 16%, Monday or 14%, Saturday or 7% and Sunday or 7%. For the reasons not coming to apply and being unable to participate in selective examination of the sample population of the respondents, it is found that most respondents are busy with routine works, personal business and could not manage their time or 68%, secondarily, troubled with traveling or 16%, other reasons such as accident, emergency or 7%, officer or instructor in the project not being helpful or 6%, application fee being higher than the other place or 1%, lecturer not being qualified or 1% and the atmosphere in training room or university not being persuaded or 1%.

Part 3: The analysis results of factors affecting decision making for participating in the general tour guide training (international).

The factors affecting decision making participating in the general tour guide training (international), overall, are in high level; when considering in each aspect, it is found that the factor in marketing (= 3.898 S.D. = 0.589), the factor in quality of the general tour guide training (=4.178, S.D.= 0.548), the factor in time, place, training and traveling (=4.034, S.D.= 0.507) are as following schedule:

Affecting criteria Decision Making for Participating in the general tour guide training (international)		Level		
		\bar{x}	S.D.	Conversion
1	Marketing	3.898	0.589	good
2	Quality of general tour guide training	4.178	0.548	good
3	Time, Place, Training and Traveling	4.034	0.507	good

Conclusion

From the study of affecting criteria decision making to general tour guide training (international) in Suan Sunandha Rajabhat University, it is found that most sample population who are interesting to participate in the general tour guide training (international) are female or 58%, having ages between 20-29 years or 47%, marital status being single or 82%, graduated in Bachelor's Degree or 71%, mostly having occupation as self-employed or 30% having average monthly income between 10,001-15,000 or 26%.

As for basic behavior and reasons before applying for participating in the general tour guide training (international), it is found that the interested persons to participate in the general tour guide training (international), used to relate with tourism jobs or 58%, receiving information related to the general tour guide training (international) of Suan Sunandha Rajabhat University through public relation media by website or 80%, namely www.google.com and www.tourday.com; moreover, the interested persons is also recommended to gather additional information before participating in the general tour guide training (international) from friends or 30% and gather information without anyone recommending it or 30% as they want to bring the profession to do as main occupation or 55% and the date that most people come to apply is Tuesday or 20%. The reasons which the persons interested to participate in the general tour guide training (international) could not participate in selective examination or the training are busy with affair, routine work and personal business and unable to manage the time or 68%.

From the study of affecting criteria decision making to participate in the general tour guide training (international) of Suan Sunandha Rajabhat University, it is found that the applicants emphasize on the factor of quality of the training curriculum of tour guide in high level having mean at 4.178, secondarily, the factor of time, place and traveling having 4.034 and the factor of marketing in high level having mean at 3.898.

From the hypothesis test, it is found that the marketing factor, quality of training curriculum, time, place and traveling and convenience in traveling to the training have relationships with the decision making in participating the training of basic curriculum of tour guide (International) having significance level at 0.01. calculated by Pearson's Correlation Coefficient..

From the survey of affecting criteria decision making to participate in training of general tour guide training (international) and the obtained data from the research brought to review and compare with the related ideas, theories and research works, it is found that the factor of marketing, quality of the training curriculum of tour guides, time, place and traveling affecting the decision making to participate in the training of general tour guide training (international) having significant level at 0.01 in conformity with the research works of Darat Uamduang, Dr.Kraichit Sutamuang and Dr.Kittiphun Khongsawatkiat which conducted a study on "factors affecting decision making in selecting the curriculum in Master of Business Administration for an executive in private institution of higher education in Thailand; From the study, it is found that factors of marketing mix affecting the decision making in selecting the curriculum in Master of Business Administration for an executive in private institution of higher education regarding course, place and personnel in the aspect of procedure and process and physical evidence affecting the efficiency of the training of employee, case study: Mitani (Thailand) Co., Ltd., Pathum Thani Province".

As the study results of this research, it is found that the factors affecting satisfaction towards the training, namely the factors of demography: gender, educational level and position; then factor of motivation of person receiving training; the factor of procedure of the training; the factor of attitude of executives towards the training in organization

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BESSH-16

Empirical Research on Substitutability between Streaming Radio Service and the Existing Digital Music ServicesJae-Woong Ahn¹, Sohyun Na^{2*}, Gimun Yang³^{1, 2, 3} Yonsei University, South Korea

Abstract

This research identified how streaming radio service users used music service and what motivated them to do so and examined substitutive relations between the existing digital music services (MP3 and on-demand streaming) and newly emerged streaming radio service. To begin with, based on uses and gratifications theory, this research looked into the motivations for using streaming radio service for music. The results derived 6 motivations for using music service: social impact motivation, emotional motivation, leisure and entertainment motivation, information searching and curation motivation, escapism motivation and low cost motivation. Afterwards, the research examined what kind of motivation for using music service affected the usage volume of streaming radio service. The results showed that information searching and curation motivation had a positive effect on the usage volume of streaming radio service. Next, based on media substitution theory, perceived substitutability was measured in order to identify what caused substitution between digital music services and streaming radio service. The results found that social impact motivation, emotional motivation, and leisure and entertainment motivation were motivational factors for using music service that affected perceived substitutability between streaming radio service and MP3 service. Meanwhile, emotional motivation and leisure and entertainment motivation were motivational factors for using music service that affected perceived substitutability between streaming radio service and on-demand service. These research findings would allow businesses related to the music industry to thoroughly analyze the needs of users in a new music service environment. And it is expected that this would greatly help them to establish directions and strategies of their services in the future.

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Keywords— Streaming Radio, Streaming Music, On-Demand Streaming, MP3, Music Industry, Uses and Gratifications

Theory, Media Substitution Theory, Perceived Substitutability

Introduction

The way of appreciating music is undergoing the paradigm change from ‘owning’ through download to ‘accessing’ through streaming (IFPI, 2011). Some scholars forecasted that the fast-growing streaming radio services will dominate the music market in the near future (Borja et al., 2015; Farrell, 2014; Thompson, 2014). To take an example, as of the second quarter of 2015, Pandora, whose streaming radio service occupies the highest share in the U.S. market, has over 1,700 employees and 80 million subscribers who spend over 22 hours a month (Careless, 2016).

Along with this trend, studies on streaming radio services have been actively conducted. Main research themes include the followings: the effect of streaming radio services on illegal download (Borja et al., 2015); copyright issues of streaming radio services (Szental & David, 2012); and business model for streaming radio services (Thomes, 2013). Various studies were conducted from industrial aspect as well: for example, Morris and Powers (2015) analyzed the distinctive characteristics of streaming radio services differentiated from existing MP3 or on-demand services.

The review of previous theories on uses and gratification shows that most theories allow music business owners to analyze the strength of the corresponding services by identifying the user’s motive and the effect of such motive on the actual service utilization (Kinnally et al., 2008) while there were not enough studies on user’s motive for utilizing the service. Thus, the present study targeting music service users can contribute academically to related fields. In addition, this study will also contribute practically because thorough investigation of users’ demands on new service is very crucial for related enterprises to establish the service direction and strategies (Kang and Lee, 2006).

A qualitative research method such as focus group interview showed that the curation function of streaming radio service is the main motive for using the service (Hagen, 2015); however, it is necessary to examine whether such user motive will be manifested in the same manner in a quantitative research that uses quantitative data. Accordingly, the

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present study established the following study questions to empirically investigate the user's motive for utilizing the streaming radio service based on the Uses and Gratification Theory.

RQ1: What is the motive of the experienced users for utilizing the streaming radio music service?

RQ2: What factor affects the utilization of streaming radio service?

RQ3: Among the motives of streaming radio music service users, which motive affects the users' perceived substitutability between the streaming radio service and pre-existing digital music services (MP3, on-demand)?

Current Status of Sound Source Streaming Services

There are two ways of providing sound source streaming services: the on-demand mode allows users to directly select and listen to music; the streaming radio mode uses a platform to automatically select and play music. The main features of each mode can be summarized in [Table 1].

Table 1:

Difference between the on-demand streaming and the streaming radio (Yoo, 2014)

	On-demand streaming	Streaming radio
Play mode	Users can directly select music. There is unlimited playing time, with no restriction on the order of playing.	The platform selects music automatically. Playing time, order, and skipping option can be limited.
Profit model	Monthly flat rate service	Free service based on advertisements
Merit	It appeals to the group of music manias. The demand is certain. It a steady cash flow.	Free or relatively low price It is possible to add diversified business models.
Demerit	Relatively high price. Differentiation from other businesses is challenging.	Depending on the quality of the recommended service, users may withdraw the membership. It requires initial capital investment.

In the United States, streaming services have already become a trend. Since 2009, various streaming companies including Pandora Radio, i-Heart Radio, and Slacker Radio have been established, and the industry is rapidly growing. The U.S. streaming music service market displayed 39% growth rate at the end of 2014 compared to the previous year. In the same year, the MP3 download market, which had the highest market share, reduced in size by 8% compared to the previous year (IFPI, 2015). The size of MP3 download market, which had undergone 2.1% decrease in 2013 compared to the previous year (IFPI, 2014), reduced in size four times only within a year period. This is outlined in [Table 2]. It shows that all five sound source services with high brand awareness offer streaming radio services to their subscribers.

Table 2:

Current platform status of streaming sound sources in the U.S. (Yoo, 2014)

Service name	Managing company	Platform type	Number of actual users	Number of sound sources	Brand Awareness
Pandora Radio	Pandora Media	radio	76,000,000	1,000,000	70%
i-Heart Radio	i-Heart Media	radio	48,000,000	18,000,000	48%
iTunes Radio	Apple	Hybrid (radio+on-demand)	30,000,000	37,000,000	47%
Rhapsody	Rhapsody	Hybrid (radio+on-demand)	2,000,000	24,000,000	40%
Spotify	Rhapsody	Hybrid (radio+on-demand)	40,000,000	18,000,000	28%
Google Music	Spotify	on-demand	-	13,000,000	14%
Slacker	Google	radio	6,000,000	-	14%
radio.com	Slacker	radio	-	50,000,000	10%
Tunein Radio	CBS	Hybrid (radio+on-	-	-	8%

		demand)			
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In South Korea, the digital sound source industry is operated centering on the on-demand streaming services; recently, however, the streaming radio service is growing rapidly. The current status of Korean sound source services can be summarized in [Table 3].

Table 3:

Current status of sound source platforms in Korea

Classification	Melon	Mnet.com	Bugs	Genie	Soribada
UV(Unique Visitor, per person)	6,993,046	1,823,132	899,886	2,874,549	419,537
PV(Page view, per thousand views)	31,254	7,098	7,699	8,975	2,539
TTS(Total Time Spent, per thousand minutes)	3,432,795	608,378	163,533	862.613	40.234

Source: Koreanclick (2014), based on the total use of PC/Mobile (WEB+APP) from July to September, 2014

TSS: Total time spent by users who utilized the corresponding websites and applications

So far, Korean music businesses (such as Melon and Genie) that provide streaming services with pre-existing on-demand mode remain as the main stream of the music market; however, considering the number of users who subscribe Milk and BEAT, one can see the possibility that free music streaming services can turn into a major trend.

Table 4:

Monthly users of mobile sound source service applications

(Unit: person)

Service name	Sept. 2014	Oct. 2014	Nov. 2014	Dec. 2014
Melon	6,002,949	8,446,326	8,545,455	5,322,508
Genie Music	2,496,211	2,115,860	2,958,400	2,773,457
Naver Music	2,470,965	2,171,847	2,561,229	2,726,450
Milk	948,904	2,353,559	2,119,230	1,370,686
BEAT	610,457	926,646	1,062,727	1,094,432

Source: Song et. al, (2014), popular music industry survey

Theoretical Background and Research Questions

Uses and Gratification Theory

The Uses and Gratification Theory differs from the previous research tradition that focused on the effect of media on users; instead, it focuses on what people do with media (Katz, Blumler, & Gurevitch, 1974) and began its work to identify this. The Uses and Gratification Theory provides a conceptual frame that explains the motive factors which influence the users to select and utilize certain media (Dimmick, Kline, & Stafford, 2000).

Later, the Uses and Gratification Theory has been used widely as a tool to account for the aspect of media selection and utilization. The theory encompasses various areas: not only mass media such as television (Kim, 1995; Harwood, 1999) and VCR (Levy & Windahl, 1984) but also Internet-related studies (Flanagin & Mertzger, 2001; Dimmick, Kline, & Stafford, 2000; Papacharissi & Rubin, 2000; Parker & Plank, 2000; Lin, 1999; Eighmey & Mccord, 1998), social network services (Kim, 2005; Kwon, Woo, 2005; Choi, 2006; Park, 2008; Nardi, Schiano, Gumbrecht, & Swatz, 2004), and music service (Kinnally et al., 2008; Krause et al., 2014).

Studies on the motive for using music services include Kinnally et al. (2008)'s study on college students' motive for utilizing MP3 download services and Krause et al. (2014)'s study on the user motive for utilizing the music application within Facebook. With regard to streaming radio services, studies on the user's motive for using the fairly new form of music services are insufficient in comparison to the studies on user motive for utilizing other music services.

Substitution Theory

In microeconomics, substitution effect is defined as ‘the trend that a pre-existing product is replaced by a new alternative product when the new product gives the same satisfaction as the current product did’ (Enders & Sandler, 1995). Generally, functional performance of a new media gives a greater satisfaction (Perse & Courtright, 1993), and from this context, people are likely to select the new media that can bring more functional satisfaction if the new media and the pre-existing media have similar purposes (Boyes and Melvin, 1991). In other words, substitution theory allows researchers to understand how the user motives are manifested in utilizing old and new media and whether the manifested motives are similar in order to examine the substitutability between the pre-existing media and the new media (Himmelweit et al., 1958; Atkin et al., 1995).

In the meantime, what matters here is that even if a same word is used to express the user motives for using different media, the core nature may vary depending on the content type of each media. For example, Johnson & Kaye (2003) argued that the Internet ultimately differs from television in the user’s goals. Although previous studies show that ‘entertainment’ is the user’s motive for utilizing television or the Internet, the entertainment from the Internet and the entertainment from television differ in nature because each media provides different contents.

Therefore, the present study intends to examine the streaming radio service users’ perceived substitutability (functional similarity) between streaming radio services and pre-existing digital music services (MP3, on-demand streaming); also, to examine which user motive, among all the user motives for utilizing streaming radio services, affects the user’s perceived substitutability between streaming radio services and pre-existing digital music services.

Research Method and Operational Definition of Variables

The present study conducted a survey through Embrain, a professional survey company. Because the main goal of this study is to examine the substitutable relationship between pre-existing digital music services and streaming radio services, the survey targeted people who have used both streaming radio services and pre-existing music services such as MP3 download services and on-demand services. The survey took place for 7 days from October 29th, 2015 to November 4th, 2015. A total of 335 questionnaires were collected, and 321 questionnaires were used for final analysis after eliminating incomplete and insincere responses.

Table 6:
Operational definitions of motives for utilizing music services

Category	Content	Reference
Leisure and entertainment	① I use the music service to feel better.	Krause et al. (2014), Kinnally et al. (2008), Lee and Kim -2009
	② I use the music service to gain pleasure.	
	③ I use the music service for leisure.	
	④ I use the music service because I like music.	
	⑤ I use the music service habitually.	
Social pressure	① I use the music service because many people around me are using it.	
	② I use the music service because my significant other is using it.	
	③ I use the music service because it is popular in the society.	
	④ I use the music services because my close friends are using them.	
	⑤ I use the music service not to fall behind the trend.	
Flight from reality	① I use the music service to relieve stress.	
	② I use the music service because I forget that I am alone while listening to music.	
	③ I use the music service because I can forget about work or school study that is difficult and mandatory.	
	④ I use the music service to avoid family members or other people.	
	⑤ I use the music service to escape from the reality.	

Music features	content	①I use the music service because I want to listen to my favorite artists' music.	Lee and Kim -2009
		②I use the music service because I want to help my favorite artists to earn more money.	
		③When using music services, the sound quality is very important to me.	
Modifying cognitions		①I use the music service to concentrate better while studying or working.	Papinczak et al.(2015), Dingle -2013
		②I use the music service to recollect positive past memories.	
		③I use the music service to gain inspiration when tackling a difficult task.	
		④I use the music service because music makes it easier for me to complete repetitive and boring tasks.	
Immerse emotions	in	①When I use music services, I can become more true to my emotions.	
		②When I use music services, I can examine my underlying emotions.	
		③I use the music service to be open to my hidden emotions.	
Modifying emotions	in	① The reason I use the music service is that I can regain my composure after being upset or sad.	
		②The reason I use music services is that I can control my emotions.	
		③ When using music services, I can manage angry or sad emotions.	
Low cost		①The reason I use music services is that I can listen to music at low cost.	Lo & Leung -2008
		②The reason I use the music service is that it offers the service at a lower price than other services do.	
		③ When using music services, low user cost is a critical factor.	
Information Seeking / Curation		①I use the music service because I can learn about music I have never heard before. .	Kinnally et al. (2008), Krause et al. (2014), Hagen -2015
		②I use the music service to discover new music.	
		③I use the music service because I can learn about the artists that I have never known.	
		④I use the music service to check the concert schedule of my favorite singer.	
		⑤I use the music service because it has the function of automatically providing a list of songs once I select the category such as music style or genre.	
Communication		①I use the music service to communicate with people who have similar interests in music.	Krause et al. (2014)
		②I use the music service because I want to share with others information on the music I have special interest in.	
		③I use the music service because I want to tell others about the music or singers I like.	

First of all, in order to identify the user motive for subscribing a streaming radio service, the present study utilized the question items that the previous studies on pre-existing music services (CD, MP3, SNS music applications, etc.) used in order to identify the user motives based on the Uses and Gratification Theory. The questions are listed in Table 6.

Next, to examine the relationship between the user motive for utilizing a streaming radio music service and the user motive for subscribing a streaming radio service, the participants were asked to write down the average total time spent a day listening to a streaming radio service in the unit of minutes. In addition, to control other factors that may affect the utilization of streaming radio services, user's attitude about music was measured using the planned behavior theory and the intrusiveness perception was also measured by reflecting the feature of commercial breaks. The

controlled factors are listed in Table 7.

Table 7:

Questionnaire items of the controlled factors that affect streaming service utilization

Item	Content	Reference
Attitude about music	① I enjoy music. ② I have good feelings about music. ③ I like music.	Chattopadhyay & Basu (1990)
Intrusiveness perception	① I find the commercial breaks in the middle of music service very annoying. ② The commercial breaks in the music service make me angry. ③ I find the commercial breaks in the music service cumbersome. ④ I find the commercial breaks in the music service irritating. ⑤ I become irritable because of the commercial breaks in the middle of music service.	Edwards et al. (2002), Mooradian (1996)

Lastly, to examine the relationship between the perceived substitutability and the variables of user motives for subscribing a music service, the present study revised the questionnaire from Flavian & Gurrea (2007)'s study [see Table 8].

Table 8:

Questionnaire items regarding the variables of perceived substitutability

Item	Content	Reference
Perceived substitutability between streaming radio services and MP3 download services	① It appears that streaming radio services and MP3 download services have the same service mode. ② It appears that streaming radio services and MP3 download services offer the same music contents. ③ It appears that streaming radio services and MP3 download services do not differ in their purposes.	Flavian, Gurrea (2007), Cha & Chan-Olmsted (2012)
Perceived substitutability between streaming radio services and on-demand services	① It appears that streaming radio services and on-demand streaming services have the same mode of providing music contents. ② It appears that streaming radio services and on-demand streaming services offer the same music contents. ③ It appears that streaming radio services and on-demand streaming services do not differ in their purposes.	

Results

The demographic characteristics of 321 participants are shown in [Table 9]. Their average time spent on smartphone was 183.68 minutes per day (SD=149.44); their average time spent on the Internet was 192.12 minutes (SD=146.44). With regard to average time spent on music services, the average time spent on streaming radio services was the highest (M=37.17, SD=47.11), followed by MP3 services (M=34.49, SD=53.70), and on-demand services (M=17.93, SD=36.11) respectively [see Table 10].

Table 9:

Demographic factors of survey participants

Category		Frequency	Percentage (%)
Sex	Male	164	51.1
	Female	157	48.9
Total		321	100
Age	20-29	84	26.2
	30-39	92	28.7
	40-49	71	22.1
	50-59	74	23.1

Total		321	100
Education level	High school graduates	25	7.8
	Undergraduates	36	11.2
	College graduates	215	67
	Graduate school students	11	3.4
	Beyond graduate school	34	10.6
Total		321	100
Income	Below 1 million KRW	24	7.5
	1-1.99 million KRW	49	15.3
	2-2.99 million KRW	59	18.4
	3-3.99 million KRW	43	13.4
	4-4.99 million KRW	50	15.6
	5-5.99 million KRW	32	10
	6-6.99 million KRW	15	4.7
	7-7.99 million KRW	17	5.3
	Over 8 million KRW	32	9.8
Total		321	100

Table 10:
Utilization of each service

Category	Average	Standard deviation
Average daily smartphone use (minute)	183.68	149.44
Average daily Internet use (minute)	192.12	146.44
Average daily MP3 service use (minute)	34.49	53.70
Average daily on-demand service use (minute)	17.93	36.12
Average daily streaming radio service use (minute)	37.17	47.10

Later, to identify the user motives for utilizing radio music services, factor analysis was performed using Varimax rotation based on 39 user motives obtained from questionnaire items. First, the result of Kaiser-Meyer-Olkin measure (.894) and the result of Bartlett's sphericity test ($\chi^2=7528.745$, $df=741$, $p<.001$) showed that the questionnaire items in this study did not have any problems to do factor analysis. After excluding 13 questionnaire items whose factor loading is below 0.600 or above 0.400 with other factor loading, 6 user motives were derived from the total of 26 questionnaire items on user motives for utilizing music services [see Table 11].

Table 11:
Result of factor analysis

Question items		M	SD	SEM	EMM	LEM	ISC	RLE	LCM
Social pressure	SEM1	2.47	1.07	.885	.095	-.107	-.008	.086	-.053
	SEM2	2.66	1.08	.862	.110	.017	-.028	.136	.050
	SEM3	2.63	1.09	.837	.102	-.127	.048	.096	.073
	SEM4	2.67	1.07	.800	.208	-.039	.014	.082	.000
	SEM5	2.78	1.02	.719	.023	.091	.110	.115	.135
Emotional reasons	EMM1	3.53	0.97	.162	.829	.228	.001	.073	.045
	EMM2	3.32	1.00	.179	.789	.130	.120	.133	.029
	EMM3	3.65	0.94	.134	.746	.218	.055	.160	.055
	EMM4	3.30	1.02	.218	.697	.012	.163	.251	.004
	EMM5	3.23	0.99	.202	.669	-.093	.326	.177	.018
	EMM6	3.23	0.90	.077	.663	.042	.003	.054	.200
	EMM7	3.43	0.99	.088	.636	.196	.083	.224	.075
	EMM8	3.52	0.90	.005	.631	.215	.059	.150	.250

Leisure and entertainment	LEM1	4.16	0.70	-.082	.150	.841	.043	.049	-.046
	LEM2	4.13	0.71	-.119	.135	.804	-.083	.024	-.055
	LEM3	4.19	0.70	-.104	.074	.732	.198	.102	.131
	LEM4	3.98	0.74	-.043	.081	.707	.217	.011	.123
	LEM5	4.08	0.75	-.137	.107	.627	.118	.095	.201
Information seeking and curation	ISC1	3.32	0.94	.083	.070	.271	.764	.062	.041
	ISC2	3.27	0.94	.030	.071	.233	.762	.116	-.009
	ISC3	3.38	0.96	.151	.161	.170	.714	.005	.125
Flight from reality	RLE1	3.40	1.03	.235	.253	.160	.028	.752	.090
	RLE2	3.23	1.06	.368	.241	.029	.020	.668	.052
Low cost	LCM1	3.38	0.89	.179	.101	.112	-.016	.130	.790
	LCM2	3.17	0.96	.262	.136	.069	.160	-.073	.738
	LCM3	3.71	0.90	-.095	.068	.124	.072	.173	.678
Mean				2.64	3.40	4.11	3.32	3.31	3.42
SD				0.91	0.74	0.57	0.81	0.95	0.72
Eigenvalue of unrotated factor				10.792	5.203	2.512	1.932	1.648	1.334
Variance explained in unrotated solution				27.671	13.342	6.440	4.954	4.226	3.422
Internal consistency reliability				.909	.904	.849	.819	.807	.790

Table 12:

Factors that affect the streaming radio service utilization

	Streaming radio service utilization	
	BETA	T
Gender	-3.085	-.643
Age	-1.562	-6.812***
Education level	-1.036	-.406
Income	-.937	-1.620
Smartphone use	.039	2.251*
Internet use	-.015	-.906
Attitude about music	13.713	4.031***
Intrusiveness perception of commercials	-1.242	-.435
Social pressure	2.041	.689
Emotional reasons	-3.625	-.947
Flight from reality	-3.865	-1.294
Low cost	-2.242	-.654
Leisure/entertainment	-6.716	-1.512
Information seeking/curation	10.157	3.167***

*p≤.05 **p≤0.1 ***p≤0.001

To be specific, the 6 user motives were found to be as follows: social pressure; emotional reasons; leisure and entertainment; information seeking and curation; flight from reality; and low cost. The present study could confirm that the three user motives in questionnaire items identified by Papinczak et al.(2015) --modifying in emotions, immerse in emotions, and modifying cognitions-- were all manifested as emotional reasons. Although modifying in emotions, immerse in emotions, and modifying cognitions were categorized as separate motives for listening to music, one can speculate that the motives were manifested under the same category of emotional reasons because the present study focused on the motive for using the music service rather than focusing on the motive for listening to music.

Later, to identify the user motives that affect the streaming radio service utilization, the present study established the user motive for utilizing music services as an independent variable and the streaming radio service utilization as dependent variables, and then performed a multiple regression analysis. The result is shown in [Table 12]. In this process, demographic variables, attitude about music, and intrusiveness perception of commercials were established as controlled variables. The regression model was found to be significant ($R^2=.313$, $F=9.972$, $p<.001$), and among the controlled variables, age ($\beta=-1.562$, $t=-6.812$, $p<.001$), smartphone use ($\beta=.039$, $t=2.251$, $p<.05$), and attitude about

music ($\beta=13.713$, $t=4.031$, $p<.001$) were found to have a significant effect on the streaming radio service utilization. In addition, among the user motives for utilizing music services, information seeking and curation ($\beta=10.157$, $t=3.167$, $p<.001$) was found to have a significant effect on the streaming radio service utilization.

Table 13:

Factors that affect the perceived substitutability between streaming radio services and pre-existing digital music services

	Perceived substitutability between streaming radio services and MP3 services		Perceived substitutability between streaming radio services and on-demand services	
	BETA	T	BETA	T
Gender	.063	.818	.002	.029
Age	.009	2.538**	.009	2.133*
Education level	.021	.513	.036	.807
Income	.010	1.072	.008	.843
Smartphone Use	.000	.394	.000	1.153
Internet use	.000	.841	.000	1.473
Social pressure	.104	2.212*	.072	1.423
Emotional Reasons	.127	2.074*	.133	2.013*
Flight from reality	-.028	-.572	-.008	-.150
Low cost	-.003	-.053	-.014	-.239
Leisure/entertainment	.176	2.614**	.286	3.950***
Information seeking/curation	.074	1.432	.066	1.185

* $p \leq .05$ ** $p \leq .01$ *** $p \leq .001$

In other words, it means that users who have a stronger desire to discover new music and learn about new artists often utilize streaming radio services.

Lastly, to identify the user motives that affect the perceived substitutability between streaming radio services and pre-existing digital music services (MP3, on-demand), the present study established demographic variables as controlled variables; user motives for utilizing music services as an independent variable; and the variables of perceived substitutability between pre-existing digital music service and streaming radio services as dependent variables to perform a multiple regression analysis [see Table 13]. The result is as follows: the regression model with the perceived substitutability between streaming radio services and MP3 services ($R^2=.139$, $F=4.144$, $p<.001$) and the regression model with the perceived substitutability between streaming radio services and on-demand services as dependent variables ($R^2=.119$, $F=4.603$, $p<.001$) were all found to be significant.

The perceived substitutability between streaming radio services and MP3 services was found to be positively(+) affected by social pressure, emotional reasons, leisure and entertainment while the perceived substitutability between streaming radio services and on-demand services was found to be positively (+) affected by leisure/entertainment and emotional reasons. Such result indicates that users who utilize music services due to social pressure (streaming radio-MP3), emotional reasons (streaming radio-MP3, on-demand) or leisure and entertainment (streaming radio-MP3, on-demand) consider that the purposes and modes of utilizing streaming radio services and pre-existing music services are similar.

Conclusion

The present study identified the user motives for utilizing streaming radio services, which newly emerged in the digital music market. This study also examined which user motives can lead to the substitutability if the streaming radio services have a substitutable relationship with pre-existing music services. The results of this study can provide the following implications.

First, unlike the studies that identified the user motives for utilizing pre-existing MP3 services, the present study newly identified the user motives for subscribing music services in the streaming radio service context; in doing so, this study is expected to provide music business owners with the information that shows in detail the user motives for utilizing their services.

Second, by identifying what type of users consider their service and their competitor's service similar, the present study can give a clue to the music businesses on what factor should be distinguished from their competitor's services in order to attract even more users to their service in the future.

Third, the result of the present study showed that current music service users are not fully aware of the difference

between the music service types available in South Korea. This implies the need for new entrepreneurs in streaming radio services to reinforce the existing distinctiveness or to newly discover the element that can differentiate their service from pre-existing digital music services.

Fourth, the present study moved forward from the previous studies on music industry and examined the perceived substitutability between pre-existing music service and new music services; then identified which user motives affect the perceived substitutability positively and negatively. The academic significance of this study is that it adopted a new approach to integrate the media substitution research method in music service industry.

The present study has the following limitations. First, the number of people who use streaming radio services is still smaller than that of users who utilize other sound source services. Second, the time displacement between digital music services has not been empirically tested. Despite these limitations, the present study is meaningful in that it has provided an empirical research frame that can examine the cause of substitutable relationship between the newly emerging music services and pre-existing music services. In addition, by identifying the cause of substitutability between digital music services, the present study can help related entrepreneurs to cope with future market and establish strategies for services.

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