

Conference Proceedings 2018



THE ICBTS
Research Conference Proceedings 2018

International Academic Multidisciplinary Research Conference 2018

Proceeding of

**INTERNATIONAL BUSINESS ECONOMIC TOURISM SCIENCES TECHNOLOGY
HUMANITIES SOCIAL SCIENCES AND EDUCATION RESEARCH CONFERENCE**

*Helsinki, Finland
9-11 August, 2018*

THE 2018 ICBTS



**Edited by Kai Heuer, Wismar University, Germany
Chayanan Kerdpitak, IBEST Conference & Publication, USA
Ebrahim Soltani, Hamdanbin Smart University, UAE
Gilbert Nartea, Lincoln University, New Zealand
Vipin Nadda, University of Sunderland, United Kingdom**

ISBN 978-616-406-885-8 (electronic book)

International Academic Multidisciplinary Research Conference 2018

Conference Proceedings

**INTERNATIONAL BUSINESS ECONOMIC TOURISM SCIENCES TECHNOLOGY
HUMANITIES SOCIAL SCIENCES AND EDUCATION RESEARCH CONFERENCE**

*Helsinki, Finland
9-11 August, 2018*

THE 2018 ICBTS



Conference Three Themes

*The International Business Tourism and Applied Sciences Research Conference
The International Education Social Sciences and Humanities Research Conference*

ISBN 978-616-406-885-8

Conference Proceedings

INTERNATIONAL BUSINESS ECONOMIC TOURISM SCIENCES TECHNOLOGY
HUMANITIES SOCIAL SCIENCES AND EDUCATION RESEARCH CONFERENCE

*Helsinki, Finland
9-11 August, 2018*

THE 2018 ICBTS

Organised by

ICBTS Institute Conference Center & IJBTS International Journal of Business Tourism and Applied Sciences

In Academic Scholars Cooperation with



Wismar University



Lincoln University



Hamdan Bin Smart University



Suan Sunandha Rajabhat University

Sponsored by



Ryerson University



University of Sunderland



Thai Airways International

Edited by Kai Heuer, Wismar University, Germany
Chayanan Kerdpitak, ICBTS Research & Publication, USA
Ebrahim Soltani, Hamdan Bin Smart University, UAE
Gilbert Nartea, Lincoln University, New Zealand
Vipin Nadda, University of Sunderland, United Kingdom

Published by ICBTS Conference Center
225 Wilmington, West Chester Pike,
Chadds Ford, PA 19317, USA

Abstracting and nonprofit use of the material is permitted with credit to the source. Instructors are permitted to photocopy isolated articles for noncommercial use without fee. The authors have the right to republish, in whole or in part, in any publication of which they are an author or editor, and to make other personal use of the work. Any republication or personal use of the work must explicitly identify prior publication in Proceedings of Abstracts and Papers (on CD-ROM or flash drive) of the International Business and Economics Research Conference, International Social Sciences Humanities and Education Research Conference, International Tourism Transport and Technology Research Conference (C.Kerdpitak, K. Heuer, E. Soltani, G. Nartia Editors) including the page numbers.

Proceedings of Abstracts and Papers (on CD-ROM or flash drive) of The International Business Economics Tourism Transport Technology Social Sciences Humanities and Education Research Conference

Copyright©2018

By Dr. Chayanan Kerdpitak & Professor Dr. Kai Heue & Professor Dr. Ebrahim Soltani, ICBTS Institute Conference Center & IJBTS International Journal of Business Tourism and Applied Sciences

All rights reserved.

All papers in the proceedings have been peer reviewed by experts in the respective fields responsibility for the contents of these papers rests upon the authors.

ISBN: (978-616-406-855-8) electronic book)

Published by ICBTS Conference & Publication

225 Wilmington, West Chester Pike,

Chadds Ford, PA 19317, USA

INTRODUCTION

We would like to welcome our colleagues to the International Business Education Social Sciences Humanities Tourism Transport Technology Research Conference. It is the nine series in 2018 of Conference on Business Tourism and Apply Sciences was held in Paris. As always many members of the ICBTS 2018 community look forward to meeting, sharing and exchanging their research ideas and results in both a formal and informal setting which the conference provides. Likewise, the concept of alternating the international conference every one month on April to October between Europe and the rest of the world is now well established. This year's event in Vienna (Austria) London (UK) Las Vegas (USA) Amsterdam (Netherlands) Zurich (Switzerland) Oslo (Norway) Helsinki (Finland) Berlin (Germany) Rome (Italy) Lisbon (Portugal) Lucerne (Switzerland) and another continues with the cultural following the very successful and productive event held in London in February 2018 in the field of various types for international academic research conference on Business Education Social Sciences Humanities and Technology. As usual The ICBTS 2018 brings together leading academics, researchers and practitioners to exchange ideas, views and the latest research in the field of Business Tourism and Apply Sciences.

The theme of this event The 2018 ICBTS International Business Tourism Social Sciences Humanities and Education Research Conference is "Opportunities and Development of Global Business Economics Social Sciences Humanities and Education" It is also represents an emerging and highly challenging area of research and practice for both academics and practitioners a like, The current industrial context is characterized by increasing global competition, decreasing product life cycles, Global Business, Tourism Development, Social Sciences Humanities Education Apply Sciences and Technology collaborative networked organizations, higher levels of uncertainties and, above all, and customers. In our view holding this event in Paris represents a timely opportunity for academics and researchers to explore pertinent issues surrounding Business Economics Tourism Social Sciences Humanities Education Sciences and Technology.

Potential authors were invited to submit an abstract to the International Conference Session Chairs. All abstracts were reviewed by two experts from the International review committee and final papers were further reviewed by this volume with 30 contributing authors coming from 18 countries. This book of proceedings has been organized according to following categories:

- Business
- Management
- Marketing
- Accounting
- Financial
- Banking
- Economic
- Education
- Marketing
- Logistics Management
- Social Sciences
- Supply Chain management
- Industrial Management
- Information Technology
- Sciences Technology
- Transport and Traffic
- Tourism Strategic
- Tourism Management
- Tourism Marketing
- Tourism Development Policy and Planning
- Technology Application
- Communication and Sciences
- Humanities
- Health care Management
- Hospitality Management
- Hotel Management

INTERNATION ADVISORY COMMITTEE

Academic Advisory Chairs

Prof. Dr. Ebrahim Soltani

Hamdan Bin Mohammed Smart University
Dubai, United Arab Emirate
Phone. +44(0) 1227 827405

Academic Advisory Chairs

Prof. Dr. Kai Heuer

Wismar University of Business School, Germany
Studiengangsleiter Master Betriebswirtschaft
ABWL/Controlling
Hochschule Wismar
Fakultät für Wirtschafts wissenschaften
Philipp-Müller-Str. 14
23966 Wismar
Haus 19, Raum 113
phone.: +49 (3841) 753 - 7578

Conference Coordinator

Dr. Chayanan Kerdpitak

ICBTS Conference & Publication
Pennsylvania, USA
Tel.+01 087 0287 287 (International Phone)

Proceeding Editors

Prof. Dr. Gilbert Nartea

Lincoln University, New Zealand
Phone +64 3 4230233

Proceeding Editors &

Program Chair

Dr. Vipin Nadda

University of Sunderland, United Kingdom
Phone 02075317333

INTERNATIONAL COMMITTEE

INTERNATIONAL ADVISORY COMMITTEE

Wittaya Makkham, Suan Sunantha Rajabhat University, Thailand
Gilbert Nartea, Lincoln University, New Zealand
Lee Li, York University, Canada
Susan L. Solis, Asian Institute of Tourism, University of the Philippines
Kamon Budsaba, Thammasart University, Thailand
Aruna Apte, Naval Postgraduate School, USA
Hiromi Ban, Fukui University of Technology, Japan
Vipin Nadda, University of Sunderland, London UK
Bahadir Gulsun, Yıldız Technical University, Turkey
Ali Fuat Guneri, Yıldız Technical University, Turkey
Hen Friman, Holon Institute of Technology, Isreal
Mohammad Bader Al-Badarneh, Amman University Jordan
Douglas J Marshall, USA, Southern University, New Orleans, USA.
Raef Jiries Assaf, Devry University, Corona USA.
Cormac Doran, Institute of Technology Blanchardstown, Ireland

ACADEMIC REVIEW COMMITTEE

Kai Heuer, Wismar University of Business School, Germany
Ebrahim Soltani, University of Kent, Canterbury, UK
Tariq Khan, Brunel University, London, UK
Chayanan Kerdpitak, ICBTS Publication, USA.
Gilbert Nartea, Lincoln University, New Zealand
Marian S. Stachowicz, University of Minnesota, USA
Per Engelsest, Molde University College, Norway
Phaopak Sirisuk, King Mongkut's Institute of Technology Ladkrabang, Thailand
Susan L. Solis, Asian Institute of Tourism, University of the Philippines
Kamon Budsaba, Thammasart University, Thailand
Aruna Apte, Naval Postgraduate School, USA
Vinod Singhhal, Georgia Institute of Technology, USA
Hiromi Ban, Fukui University of Technology, Japan
Vipin Nadda, University of Sunderland, London UK

ORGANIZING BY

ICBTS Conference Center, USA.

SPEAKER BACKGROUND



Professor Dr. Ebrahim Soltani

Prof. Dr. Ebrahim Soltani is a Professor of Business School at University of Kent Canterbury in England and he is Department Chair - Quality & Operations Management at Hamdan Bin Mohammed Smart University Dubai of United Arab Emirate. He was appointed associate professor in business management, total quality management, and operation management in 1989 at the University of Kent, he continued his research in the field of operation management, business management. He has published over 50 papers and reports in such journals as International Journal of Technology and Production Research. He supervised a considerable number of PhD theses and is a consultant on industrial and production industry in England and United Arab Emirate.

SPEAKER BACKGROUND



Professor Dr. Kai Heuer

Prof. Dr. Kai Heuer is full professor for business administration at the Business Faculty of Wismar University in Germany. Before, he served as a full professor at the Environmental Campus of Trier University of Applied Sciences. He studied business administration in Germany and the U.S.A. and holds an MBA and a doctoral degree. He has management experience from leading positions in different companies and as business consultant. His research areas are management accounting, organizational development, and international management where he has published numerous papers, reports and textbooks. He is the head of Master Program in Business at Wismar University and a member of the Schmalenbach-Society for Business Economics, Cologne; managing director of the Institute of Health-, Senior- and Social Management; and a former member of the board of the Centre for Aviation Law and Management.

2018 ICBTS CONFERENCE HELSINKI PROGRAM

The 2018 ICBTS International Multidiscipline Research Conference	
9 August 18 8.30 – 09.10 (TH)	REGISTRATION & WELCOME Welcome meeting at The Radisson Blu Seaside Helsinki, Finland
9 August 18 09.00 – 10.45	<p>Session A1</p> <p>Paper 1 (1) The Result of Oral Medication Education Program for Preventing Complication in DM. Patient Ponpun Vorasiha and Tipapan Sungkapong</p> <p>Paper 2 (2) Lifestyles and Health Perception in the Retired Elderly Karuhadej P. and Dangthongdee S. and Cherwanitchakorn S. and Shuaytong</p> <p>Paper 3 (3) Characteristic Needs of New Registered Nurses from College of Nursing and Health, Suan Sunandha Rajabhat University by Head Nurse Perspectives Kanya Napapongsa and Dr. Muntanavadee Maytapattana</p> <p>Paper 4 (4) Ethical Practice Behaviors of the 4th year Undergraduate Nursing Students, College of Nursing and Health, Suan Sunandha Rajabhat University Muntanavadee Maytapattana and Sumala Sawangjid and Kwanrutai Sempoon</p> <p>Paper 5 (5) The Pilot Study: Adaptation of Lecturers after Retirement Sujitra Uratanamane and Premwadee Karuhadej and Ponpun Vorasiha and Udomporn Yingpaibulsuk</p> <p>Paper 6 (6) Ability to Communicate with Customers in Basic English: A Case Study of Guest Houses Employees in Thailand Dr. Natnaporn Aeknarajindawat</p> <p>Paper 7 (27) Coping with Recession: The Croatian Experience Borozan Djula</p>
	Morning Break in the room
10.46 – 12.30	<p>Session A 2</p> <p>Paper 1 (22) Adaptive Leadership for School Excellence amid Policy Change Wanwisa Suebnusorn</p> <p>Paper 2 (7) Strengthen Program of the moral and basic goodness for the first year nursing students in College of Nursing and Health, Suan Sunandha Rajabhat University ChantanaChangchenvate and Dr. ponpun Vorasiha</p> <p>Paper 3 (8) The Research Evaluation of Heroes Project by CIPP Model Thitavan Hongkittiyanon and Boonlegan Thomtong and LakanaYodkoldij and Jiraporn rakkarn</p> <p>Paper 4 (9) The effect of the Program of Practical skills preparation in Maternal and Newborn Nursing on achievement of nursing students Napissara Dhiranatara and Petcharat Techathawewon</p> <p>Paper 5 (10) The effect of preparedness program before clinical practice on achievement of nursing students in the subject of Maternal and Newborn Nursing and Midwifery practicum PetcharatTechathawewon</p> <p>Paper 6 (11) Effects of Empowerment Program on Dementia Preventive Behavior in Elderly Monrudee Popijan</p> <p>Paper 7 (19) Whether the adult attachment styles would affect leader-subordinate relational identity ? Sung-Chun Tsai and Ching-Fung Chan</p>
12.31-13.30	Lunch
13.31-15.00	<p>Session A 3</p> <p>Paper 1 (39) Influence of Moringa (Moringa Oleifera) Leaf and Seed Extracts on α-AMYLASE AND α-GLUCOSIDASE inhibitory Properties of Acarbose Akintemi Abimbola O and 2Ganiyu Oboh and Ibukun Emmanuel O</p> <p>Paper 2 (50) Cirque du Soleil - KA in Vegas Associate Professor Dr. Hilary Becker</p> <p>Paper 3 (31) The Reality of the Economics of Retirement Securities for Moderate-Income Families Dr. Ruby Beale</p> <p>Paper 4 (48) Sustaining independent Language Learning Via Mobile Tagging: The Use of Quick Response Code to Enhance Students Motivation in an Algerian University EFL Classroom</p>

	<p>Dr. Mimouna ZITOUNI Paper 5 (44) Leadership Framework in Kindergarten Education Joanne Marie Igoy-Escalona Paper 6 (29) Pushover Analysis and Incremental Dynamic Analysis of Steel Braced Reinforced Concrete Frames Sangar Saud Hamad Amin</p>
15.01– 15.15	Afternoon Break
15.16 – 16.30	<p>Session A 4 Paper 1(17) Bullying Incidents Experienced by Indigenous Students their Coping Mechanism and Parental involvement: Basis for a Child Protection Program of KNHS Reyselle Ann N. Teodosio Paper 2 (18) Strategic Heritage Tourism Development Framework Towards Global Competitiveness and Sustainability Shella Marie Ignacio Paper 1 (6) Poverty as the Bane of Street Children in Kano Metropolis, Northwestern, Nigeria, 1999-2016 Azeez Fatimo Moromoke Paper 2 (22) Illusion, Gender Bias and Conflict in Ancient Indian Literature: A Presentation / Interpretation of Episodes in Ramayana And Mahabharata Dr. Madan Mohan Beura Paper 3 (16) Disinfection without bromate formation in drinking water using high voltage impulse In-Soung Chang and Hye Ran Kim and June-Ho Lee</p>
SESSION B	
9 August 18 09.00 -10.45	<p>Session B 1 Paper 1 (12) The Royal Project: Case Study of Doi Bo, Chiangrai Province Dr. Niracharapa Tongdhamachart Paper 2 (13) Decision Making to select Elderly Nursing Home' services in Bangkok Sudpranorm Smuntavekin and Chotika Sulayapong and Boonsri Kittichottipanich Paper 3 (14) Self-prevent behaviors in osteoporosis of elderly at Amphawa district, Samut Songkhram Province Pimporn Thongmuang Paper 4 (15) The Happiness of Eldery in Urban Communnity Oranuch Chaopreecha and Sudpranorm Smuntavekin and Kanjana Siricharoenwong Paper 5 (16) Need of Attention Care from Health Care Provider of High Risk Pregnant Women in Antenatal Clinic Udomporn Yingpaiboonsuk and Boonsri Kittichottipanich and Suwanmanee Vudthi Paper 6 (17) Comparison of Stress Coping of Elderly in Community Nitaya Srijamnong and Anchalee Jantapo Paper 7 (23) International Higher Education in BUSINESS – 'PIGS MIGHT FLY' An approach for system review Konstantinos Tsontos</p>
Morning Break in the room	
10.45 – 12.30	<p>Session B 2 Paper 1 1 (46) Academic management strategies for vocational education colleges in Thailand according to the concept of entrepreneurial characteristics development of students Nijira Bumroonggit and Chayapim Usaho and Pruet Siribanpitak Paper 2 (26) Flipped Classroom and The Geometer's Sketchpad: Students' investigation - A Square Peg in a Round Hole Asst. Prof. Dr. Krongthong Khairiree Paper 3 (27) Construction of a small Vacuum Chamber for Studying a Gravity Janchai YINGPRAYOON Paper 4 (28) Muay Thai and it's Transition to International Level Mr. Mohamed Darma Khairiree Paper 5 (29) The Use of Smart Technology in Teaching and Learning: A Way to Enhance Achievement Ms. Rojanard Waramontri Paper 6 (30) In-flight Services Project: Creative Education from Airline Cabin Crew's Services Training Taksina Bunbut Paper 7 (42) The Effect of Participation Motivation to Volunteer Satisfaction</p>

	Yi Hsin Lin and Shu- Hsien Lai
12.39 – 13.30	Lunch
13.31 – 15.00	<p>Session B 3</p> <p>Paper 1 (9) The Loud Silence: Silent Role Play to Develop Effective Communication and Listening Skills Manas Moulic and Dr. Mojibur Rahman</p> <p>Paper 2 (8) Nexus Between Human Capital Development and Human Capital Investment in Nigeria Awe Isaac Tope</p> <p>Paper 3 (5) Effect of Traffic Volume, Vehicular Speed and Road Grades on Air Pollution in Amman Eman Anan Shehadeh</p> <p>Paper 4 (14) The objectives of Nigeria’s foreign policy in relation to African states between 1960-2015. Aliyu Adamu Imam and Dr. Tindi Seje Nuru</p> <p>Paper 5 (15) Knowledge, Attitude and Perception of Parents on Maternity, Newborn and Child Health (MNCH): A Qualitative Assessment in some Selected Rural Areas in Kaduna State Gimba Victor Kyari</p> <p>Paper 6 (40) Effects of Globalisation on Education and Culture Assistant Professor Deepthi Kambala</p>
15.01-15.15	Afternoon Break
15.16-16.30	<p>Session B 4</p> <p>Paper 1 (30) Implementation of CSR Expenditure by Indian Corporate Sector and Profit Optimization—Reality for Environmental Concerns Dr. Kamlesh Pritwani</p> <p>Paper 2 (41) Financial Sustainability: Synergy in Revenue Generation for Public Universities in Uganda NEEMA-ABOOKI</p> <p>Paper 3 (45) Reshaping IT Manager Competencies: A Proposed IT Management Program for the Public IT Workforce in the Kingdom of Saudi Arabia Mohammed A. Gharawi</p> <p>Paper 4 (7) Administrative and Human-Health-Related Factors as Correlates of Antenatal Care Service Utilisation Among Pregnant Women in Ekiti State, Nigeria ALADE, Temitope. T.</p> <p>Paper 5 (42) Human and Nonhuman Challenges in an ESP Teaching Learning Context: Investigating Speaking Performance Deficiency Among Algerian Learners of Business English at University Level Mimouna ZITOUNI and Lahcen ADDI</p>
	SESSION C
10 August 18 09.31 – 10.45	<p>Session C 1</p> <p>Paper 1 (1) The Tradition of Protest Poetry in Northern Nigeria: A Comparative Study of the Poetry of Sa'adu Zungur and Idris Amali Dikko Muhammad</p> <p>Paper 2 (7) Niger-delta crisis: its causes and effects on the socio-economic life of the people of Ogoni, rivers state, Nigeria. Ibrahim Ghide Adamu</p> <p>Paper 3 (29) The Polemic of Online Transportations Existence that Challenge the Motorbike Pedicab ‘Betor’ as Tourism Icon of Medan In Search of Better Policy for the Government of Medan Syaravina Lubis, SH and Puput Astria, SH and Juli Sartika, Amd</p> <p>Paper 4 (39) War Destroys Business: A Reality Check Imran Naseem and Saeed Akbar</p> <p>Paper 5 (60) Israeli Hebrew Speaker Students' Grapples on Environmental Education with Arabic Speaker Pupils' Hen Firman and Yafa Sitbon and Ifaa Banner and Yulia Einav</p>
10.45 – 11.00	Morning Break
11.01 - 12.30	<p>Session C2</p> <p>Paper 1 (20) Criticism Towards Surveillance Society and Power in Turgay Nar’s Theatre Plays Assoc. Prof. Dr. Nurullah ULUTAŞ</p> <p>Paper 2 (23) The impact of meanders on the river bottom topography and the formation of reverse slope and islands nuclei Asst. Prof. Dr. Osama Khazaa Al-Sherifi</p>

	<p>Paper 3 (24) Modeling Digital Geographic Map for the border oil fields shared between Iraq and neighboring countries using GIS Prof. Makki Ghazi Abdullatif Al-Mohammadi</p> <p>Paper 4 (25) The Antagonistic nature of the United States-Iran Relations: A Constructivist Perspective Melly Masni</p> <p>Paper 5 (31) Terrestrial (3D) Laser Scanning for Pipeline Modeling Applications Mohammed Al-Tawary</p> <p>Paper 6 (32) Impact of Human Resources Management Practices on Lecturers' Job Performance in Nigerian Universities Yusuf Alhaji Hashim</p>
	SESSION D
10 August 18 09.31 – 10.45	<p>Session D 1</p> <p>Paper 1 (35) Intellectual Exile in Edward Said's Perspective Ahmed Saeed Otaiwi Joudarm</p> <p>Paper 2 (10) The Influence of SMS Marketing on Consumers' Purchase Intention through Consumer Attitude Umer Ramzan</p> <p>Paper 3 (11) The Influence of Social Media on the Development of the Cities Assistant Professor Dr. OSIAC DANIELA</p> <p>Paper 4 Sustainable Tourism and the Behavior of the Algerian Tourist: By using a Model of Discriminants Functions Benbouziane Mohammed</p> <p>Paper 5 (9) Chilean uneven spaces: The extraction in the countryside and the accumulation in the metropolis Francisco Vergara-Perucich</p>
10.45 – 11.00	Morning Break
11.01 - 12.30	<p>Session D 2</p> <p>Paper 1 (61) Designing a Robust Non-Linear Automatic Controller for Very Large Crude Carriers in Harbor Maneuvers by applying Modified Decoupling Control Methodology Nguyen Thanh Hoa and Tran Van Hiep and Le Minh Duc and Luong Thi Hon</p> <p>Paper 2 (63) The Impact of Internal Auditing as a Veritable Tool Towards Organizational Growth Eneh Uchenna B.</p> <p>Paper 3 (64) Designing a new and Effective Speed Sensorless Controller for 3-Phase Induction Motors by Applying De-Coupling Methodology Luong Thi Hon and Le Minh Duc,</p> <p>Paper 4 (29) The Polemic of Online Transportations Existence that Challenge the Motorbike Pedicab 'Betor' as Tourism Icon of Medan In Search of Better Policy for the Government of Medan Syaravina Lubis, SH and Puput Astria, SH and Juli Sartika, Amd</p> <p>Paper 5 (39) War Destroys Business: A Reality Check Imran Naseem and Saeed Akbar</p> <p>Paper 6 (5) Towards Community Based Tourism (CBT) at Aida Refugee Camp Adel Adem</p>
	Conference Close
11 Aug 2018	Free day for Participants

The Schedule will be change to appropriate for participants

Muay Thai and it's Transition to International Level

Mohamed Darma Khairiree

*International College,
Suan Sunandha Rajabhat University
Bangkok, Thailand.
darma.khairiree@gmail.com*

ABSTRACT

This research is a survey research. The purpose of research is to analyze how the traditional combat technique transition into an international world class combat technique, competition and its transition into Mix Martial Arts. In general many people do not understand that foreigner come to Thailand and learn Muay Thai is to enhanced their ability of Mix Martial Arts and not only learn traditional Muay Thai or the cultural and traditional belief of it. Academic and theoretical research Social Science, most sample data will be collected true reports and conferences paper. Both Quantitative and Qualitative methods will be used to analyze the data collected. Further studies about this combat sport will be studied and improve Muay Thai for international audiences. By using MMA as an international platform to put Muay Thai into a mainstream fighting style. Based on the research findings, in order to Muay Thai to international level, they should anticipate benefit such as journal publication, patent and sections using the research result to improve and modernize the traditional combat sport of Muay Thai. It is also to show that Muay Thai is not only for combat but also for sport and a way of life. Winning fight is also an indicator that MMA fighter that use Muay Thai have more advantages to winning tournament.

Keywords: Muay Thai, Kick Boxing, Mix Martial Arts, Combat Sport, Fitness, ASEAN, Culture, Tradition, History, marketing mix, SWOT analysis, and SWOT analysis matrix strategies.

INTRODUCTION

This research is a survey research. The purpose of research is to analyze how the traditional combat technique transition into an international world class combat technique, competition and its transition into Mix Martial Arts. In addition, this survey aims to study the strength of Muay Thai and Mix Martial Arts, to describe the transition of Muay Thai to international level, and to identify international community perception of Muay Thai. In general many people do not understand that foreigner come to Thailand and learn Muay Thai is to enhanced their ability of Mix Martial Arts and not learn traditional Muay Thai or the cultural and traditional belief of it. Most sample data will be collected true reports and conferences paper. Further studies about this combat sport will be studied and improve Muay Thai for international audiences and using MMA as an international platform to put Muay Thai into a mainstream fighting style. The roles of International College, Suan Sunandha Rajabhat University are to serve community in academic knowledge base on the research study and real. The researcher' duty is to provide students with the direct experiences.

RESEARCH METHODOLOGY

This research was a survey research and conducted in Thailand. The population were people who were involved in Muay Thai and Mix Martial Arts (MMA). The research study was conducted during January until June 2017. The researcher employed the quantitative and qualitative method in this study. Since we do not know the size of population who possess knowledge on Muay Thai and MMA the researcher employed the Taro Yamane' table of finding sample size to determine the sample size. The sample size in this study will be 100 participations with 5% error. The stratify simple random sampling will be employed in this study. The sample in this study will be Thai people and foreigners who are in Bangkok and Phuket, Thailand.

Research Questions

Research Question 1. What are the international community perception of Muay Thai?

Research Question 2. What are the factors effects the transition of Muay Thai to international level?

Research Instruments were questionnaire and open-ended questions for structure interview. The questionnaire will be constructed by the researcher in order to answer the research questions. The questionnaire on the International community perception of Muay Thai consists of 30 questions. The structured interview questions and open-ended questions were constructed by the researcher in order to answer the research questions.

Data Collection

The researcher shall administer the questionnaire through mail and interview the sample by face-to-face or by telephone. The observation fields study and white papers. Research will be conduct mainly in Bangkok, Thailand; Phuket and it will be done true:

- Mix Martial Arts observation
- Muay Thai Tournament
- Online resources
- Personnel interview
- Academic Journal,
- Case Study, and
- Video tape record

Data analysis

The descriptive statistics will be employed to analyze the data. The statistics to be used are percentages, mean, and standard deviation. The data from structured interview will be analyzed using qualitative method. The SWOT analysis are strength, weakness, opportunity and threat are marketing mix will be used in the data analysis. The components of marketing mix: 4Ps consisted of product, price, places and promotions, and SWOT analysis matrix strategies were employed to analyzed data.

FINDINGS

Research findings

The data from structured interview were analyzed using qualitative method. The SWOT analysis are strength, weakness, opportunity and threat are marketing mix will be used in the data analysis. The components of marketing mix: 4Ps consisted of product, price, places and promotions, and SWOT analysis matrix strategies were employed to analyzed data. The research finding are as follows.

Table 1: SWOT Analysis of Muay Thai

	Muay Thai
Strengths	Popular, Cheap to learn and practices, cultural tradition of Thailand, good for health, teach discipline,
Weakness	Ability of instructor to teach in English, no text or manual in English
Opportunities	Growth of popularity of Muay Thai could make a big market for sport product and also new movies about the art of Muay Thai.
Threats	Due to its popularity uncertified teachers and fake Muay Thai gym tarnish the good name of the traditional art of Muay Thai.

Table 2 Marketing Mix Matrix Strategies and SWOT Analysis of Muay Thai Transition to International level

	Strength	Weakness	Opportunities	Threats
Product	<ol style="list-style-type: none"> 1. Muay Thai is a combat sport of Thailand that uses stand-up striking along with various clinching techniques. 2. Muay Thai used just only body without any weapon. 3. Muay Thai is referred to as the “Art of eight limbs” because it make use of punches, kicks, elbow and knee strikes. 4. Muay Thai allows strikes to all three body regions, namely head, body and legs. 5. Muay Thai style is unique identity and cannot copy. 	<ol style="list-style-type: none"> 1. English Literacy: The limitation of using English communication. 2. Many Thai trainers cannot communicate and cannot teach the foreigners using English language. 3. The resistances from older generation of Muay Thai practitioner that don’t want foreigner to learn the traditional art such as “Mae Mai Muay Thai”. They believed that Muay Thai is a culture heritage. 4. Muay Thai kick boxers sometime had injury occurred during the fight. 	<ol style="list-style-type: none"> 1. By using MMA as an international platform to put Muay Thai into a mainstream fighting style. 2. Muay Thai style is unique identity and cannot copy. 3. Using Thai kick boxers such as Somrak Kumsing, Tony Jaa to promote Muay Thai. They are very famous and well-known Thai boxers in International market. 	<ol style="list-style-type: none"> 1. The main constrains are language barrier. 2. Old Thai people believe that Muay Thai traditional should not teach foreigner and traditional art.
Price	<ol style="list-style-type: none"> 1. The cost of setting Muay Thai Classes are not expensive because Muay Thai used just only body without any weapon. 2. Muay Thai is referred to as the “Art of eight limbs” because it make use of punches, kicks, elbow and knee strikes. 	<ol style="list-style-type: none"> 1. The cost of promotion Muay Thai to internationally is very expensive. 2. Thai government did not help in supporting Muay Thai to marketing abroad. 	<ol style="list-style-type: none"> 1. Thai Government and University can provide budget to Muay Thai Schools. 2. Muay Thai School should have a certificate from Thai Government Sector and credible standards for international level. 	<ol style="list-style-type: none"> 1. Thai producers could not risk investing a large amount of money for supporting Muay Thai film and marketing abroad. 2. There are many foreigners set up Thai Fights and boxing schools 3. There are kick boxings techniques in many countries.
Promotion	<ol style="list-style-type: none"> 1. Using Thai kick boxers such as Somrak Kumsing, Tony Jaa to promote Muay Thai. They are very famous and well-known Thai 	<ol style="list-style-type: none"> 1. The cost of promotion Muay Thai to internationally is very expensive. 2. Thai government did not help in supporting Muay 	<ol style="list-style-type: none"> 1. Muay Thai School should have a certificate from Thai Government Sector and credible standards for international level. 	<ol style="list-style-type: none"> 1. There are kick boxings techniques in many countries.

	<p>boxers in International market.</p> <p>2.Muay Thai School should have a certificate from Thai Government Sector and credible standards for international level.</p> <p>3.All Thai citizen have to support Muay Thai.</p>	<p>Thai to go abroad.</p>	<p>2.All Thai citizen have to support Muay Thai.</p>	
--	-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	---------------------------	------------------------------------------------------	--

Based on the data analysis from Table 1 SWOT analysis and Table 2 Marketing Mix Matrix Strategies and SWOT Analysis of Muay Thai Transition to International level strategies the researcher found that Muay Thai products are unique, but the weakness were English Literacy and the limitation of using English communication of Many Thai trainers. Many of the trainers cannot communicate and cannot teach the foreigners using English language. The prices to go international were expensive. This condition made the owners of Muay Thai schools have no proper place to sell the products, and not enough budget to promotion. The research findings were in line with the main four elements: 4 Ps of marketing mix theory.

CONCLUSIONS

Muay Thai will change your life from your physical conditioning, to your health and wellness, and even your confidence and concentration, martial arts has many benefits to the human mind, body, and spirit. Muay Thai can specifically impact and change who you are — from your physical appearance, down to your mental aptitude. For those looking to get in shape and build muscle, Muay Thai training is a great place to start. Muay Thai will provide you with enough cardio to really maximize your energy expenditure. It is one of the toughest workouts you will ever experience, but you'll emerge much stronger and fitter because of it. Another benefit of training in Muay Thai is that you will develop heightened awareness and sharper focus.

As it teaches you how to defend yourself, Muay Thai toughens you from the inside and helps boost your immune system, as workouts tend to do. Not only does it make your muscles strong, but it also gives you endurance and brings you to your peak physical condition. Of course, when the body is strong and fluid, the mind is also enhanced.

Practicing your techniques while making sure they are properly executed is a tremendous mental exercise as much as it is physical. There is a science to Muay Thai, as you will quickly learn in your first few training sessions. You'll be hooked on learning more as you go along.

Thus by training in Muay Thai, your mental psyche is greatly improved, empowering you with supreme self-confidence, tenacious discipline, and absolute focus — all of which combined put you into your optimum mental and spiritual state.

Not only will Muay Thai enhance your physical well-being and relieve stress, but it will also improve your social life. Meet new friends and build lasting relationships with your gym mates. Have loads of fun in each session, learning and experiencing new techniques. One of the added benefits of training in Muay Thai is that it will definitely have you looking your absolute best. After just a few weeks of training, you will start to notice major changes in your physical appearance. You will be a lot leaner and trimmer, and if you practice Muay Thai long enough, you will inevitably be blessed with a beautifully sculpted figure.

Based on the research findings, in order to Muay Thai to international level, they should:

- Anticipated benefit such as journal publication, patent and sections using the research result to improve and modernize the traditional combat sport of Muay Thai. It is also to show that Muay Thai is not only for combat but also for sport and a way of life. Winning fight is also an indicator that MMA fighter that use Muay Thai have more advantages to winning tournament.
- Show the strength of Muay Thai and integrate it into MMA
- Help Muay Thai reach much wider audiences and modernize the traditional combat sport.
- Publish about Muay Thai and MMA in an academic Journal with SCOPAS rating.
- Plan of building a new generation of researchers who have already gotten the experience from conducting the research program
- Have knowledge for the productions (output) and indicators to:
 - Bring knowledge of other Muay Thai to international setting and also to enhanced knowledge of Muay Thai
 - Improve MMA and Muay Thai fighter fitness level.
 - Improve international community perception of Muay Thai
 - Help Thailand to achieve fame true Muay Thai.

REFERENCES

- ASEAN 2013, ASEAN Integration 2015, [www. ASEAN.org.com/integration](http://www.ASEAN.org.com/integration)
- Belmar, Peter (2006), *Thai Kickboxing for Beginners*, New York, NY: Lulu Press.
- Boykin, Chad (2002), *Muay Thai Kickboxing - The Ultimate Guide to Conditioning, Training and Fighting*, Boulder, CO: Paladin Pres
- Evolve, MMA. (2018). EVOLVE: Muay Thai is the Most Effective Striking Martial Art on the Planet. Retrieve date March 20, 2018. From <http://www.bjpenn.com/tutorials/muay-thai/evolve-muay-thai-is-the-most-effective-striking-martial-art-on-the-planet/>
- Humphrey, A. (2018). albert humphrey's tam® model (team action management). From <http://www.businessballs.com/alberthumphreytam.htm> [Accessed: January 12, 2018].
- IFMA, (2017). Muay Thai in the World Games 2017. Retrieve date 23 December 2017. From www.ifmamuythai.org/muaythai-in-the-world-games-2017
- John Bessant & Keith Pavitt 2001, *Managing Innovation: Interacting Technological, Market and Organizational Change*, Wiley, West Sussex, England.
- Khairree, D. (2016). ASEAN Economic Community 2016: A Progression Study. 4th International Conference Proceeding. Actual Economy Local Solutions For Global Challenge, Copenhagen.
- Kotler, p. & Armstrong, G. (2006). *Principles of Marketing*. NJ: Pearson Education Ltd.
- Kraitus, Panya (1992) *Muay Thai The Most Distinguished Art of Fighting*, Phuket: Transit Press
- Prayukvong, Kat (2006), *Muay Thai: A Living Legacy*, Bangkok, Thailand: Spry Publishing Co., Ltd,
- Phalaunnaphat Siriwongs (2012). Thai Social and Ethical Behaviour, *Thailand Social Science Journal*, Bangkok Thailand.

Setta Sasanan (2010) 'The Replacement of PC: Case Study of Tablet and Smartphone', *Thailand Science & Technology News Journal*, Bangkok, Thailand. <https://www.elite-mma.com/>
<https://www.bbc.com/sport/38378005>

<http://www.ifmamuaythai.org/muaythai-in-the-world-games-2017/>

Thep Pongparnich (2007) 'The role of Science and technology for Thailand', *Maejo International Journal of Science and Technology*, Chiang Mai, Thailand.