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

*Vienna, Austria
1-3 March, 2018*

THE 2018 ICBTS



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2018 ICBTS CONFERENCE VIENA PROGRAM

The 2018 ICBTS International Multidiscipline Research Conference	
1 March 18 9.00-09.30 (TH)	REGISTRATION & WELCOME Welcome meeting at The Roomz, Vienna, Australia
	Academic Advisory & Session Chair Professor Dr. Kai Heuer, Germany Professor Dr. Hiromi Ban, Japan
1 March 18 (M)	Session A
1 March 18 (TH) 09.00-10.30 (TH)	<p>Session A1</p> <p>Paper 1(2) STRENGTHENING OF LEG MUSCLES WITH SELF STIMULATES MASSAGE IN THAI TRADITIONAL MEDICINE IN SCHOOL AGE CHILD <i>NATSINEE SANSUK</i></p> <p>Paper 2(23) THE UNIVERSITY STAFF SURVEY NUTRITIONAL STATUS AND FOOD CONSUMPTION BEHAVIOR <i>KANIT NGOWSIRI AND KUNYA NAPAPONGSA</i></p> <p>Paper 3(412) COGNITIVE, PHYSICAL, SOCIAL AND EMOTIONAL DEVELOPMENT OF A CHILD <i>DR. REHAB BEGUN</i></p> <p>Paper 4(31) THE ROLE OF SUPERVISOR ON PERCEPTION OF GENERATION Y NURSING STUDENTS ON THEIR NURSING SKILLS AFTER THEIR FIRST CLINICAL PRACTICE <i>KANCHANAKIATKANON AND WARUNSIRI PRANEETHAAM AND ORATHAI RUNGVACHIRA AND NAPISSARADHIRANTHARA AND PETCHARAT TACHATHAWEWON</i></p> <p>Paper 5(35) SELF AWARENESS OF BLOOD SUGAR CONTROLL FOR THAI COMMUNITY DM. AT PREM RUTHAI PRIVATE COMMUNITY BANGKOK <i>TIPAPAN SUNGKAPONG AND BOONSRI KITTICHOTTIPANICH AND CHANTANA CHANGCHENVATE</i></p> <p>Paper 6(32) SELF-ASSESSMENT OF NURSING PRACTICES AND MIDWIFERY OF GRADUATES IN COLLEGE OF NURSING AND HEALTH, SUAN SUNANDHA RAJABHAT UNIVERSITY <i>KANYA NAPAPONGSA AND KANIT NGOWSIRI</i></p>
10.31 - 10.45	Morning Break
10.46 - 12.00	<p>Session A 2</p> <p>Paper 1(18) FACTORS PERSUADING IMPRESSION OF PREGNANT WOMEN ATTENDING AT HIGH RISK PREGNANCY CLINIC <i>BOONSRI KITTICHOTTIPANICH AND SUWANMANEE WUTTI AND PRAPAIWAN DANPRADIT AND CHANTANA CHANGCHENVATE</i></p> <p>Paper 2(20) A STUDY ON HAND HYGIENE COMPLIANCE FOR EDUCATION AMONG VISITORS IN MEDICAL UNIT <i>ORATHAI RUNGVACHIRA AND APINYA KOONTALAY AND WARUNSIRI PRANEETHAM AND KANCHANA KIATKANON AND MANERAT PAKTOOB</i></p>

	<p>Paper 3(33) ISSUES AFFECTING ADOPTION OF PERSONALIZED MEDICINE <i>Dr. Shehla Shehla</i></p> <p>Paper 4(22) EFFECTS OF EMPOWERMENT PROGRAM ON DEMENTIA PREVENTIVE BEHAVIOR IN ELDERLY <i>CHOTISIRI, L AND TECHAPONGVORACHAI, K</i></p> <p>Paper 5(30) THE MODEL TO STRENGTHEN THE MORAL AND THE BASIC FOR THE FORTH YEAR NURSING STUDENTS IN COLLEGE OF NURSING AND HEALTH, SUAN SUNANDA RAJABHAT UNIVERSITY <i>CHANTANA CHANGCHENVATE</i></p>
12.01-13.00	Lunch Break
13.01-14.15	<p>Session A 3</p> <p>Paper 1 (15) MARKER-LESS BASED DETECTION OF REPETITIVE AWKARD POSTURES FOR CONSTRUCTION WORKERS <i>Ren-Jye Dzeng and Yi-Pin Chiang and H.H. Hsueh</i></p> <p>Paper 2 (9) DOES RAIN WASH OUT PARTICULATE MATTER? AN APPLICATION TO THE EFFECT OF AIR POLLUTION ON INFANT MORTALITY <i>Mehreen Monkerjee</i></p> <p>Paper 3 (42) ELECTROHYDRODYNAMIC STRUCTURES FOR SURFACE ENHANCED RAMAN SCATTERING BASE POINT-OF-CARE DIAGNOSTICS <i>Professor Dr. Pola Goldbrerg Oppenheimer and Dr. JJ Rickard</i></p> <p>Paper 4 (37) THE DEVELOPMENT OF THAI ENGINEERS' POTENTIALS FOR AEC <i>NATNAPORN AEKNARAJINDAWAT</i></p> <p>Paper 5 (45) METRICAL FEATURE EXTRACTION OF ENGLISH TEXTBOOKS IN FINLAND <i>Professor Dr. Hiromi Ban and Takashi Oyabu</i></p>
14.16-15.30	<p>Session A4</p> <p>Paper 1(9) DEVELOPMENT OF CAVENDISH BANANA CAKE FROM JUSMINE RICE FLOUR REPLACING WHEAT FLOUR <i>NUNYONG FUENGKAJORNFUNG</i></p> <p>Paper 2(24) EXPLANATORY MODEL BASED ON PERSPECTIVES OF DIABETIC PATIENTS IN NORTHERN THAILAND <i>SUKANYA BOONVARASATTI, WANICH SUKSATHAN, KANTAPONG PRABSANGOB</i></p> <p>Paper 3(26) PERCEPTION OF HEALTH STATUS AND SELF-EFFICACY OF AGING SAMUT SONGKHRAM PROVINCE <i>WIPAKON SONSNAM AND MUNTHANAWADEE MAYTAPATTANA</i></p> <p>Paper 4(7) THE NEED FOR FDI INVESTMENT OF LATEX RUBBER IN THAILAND <i>PICHET TREEWAI AND HATHAIKAN CHOOTRAKOOI</i></p> <p>Paper 5(8) PRODUCT DEVELOPMENT OF BREAD WITH SANGYOD RICE FLOUR SUBSTITUTED FOR WHEAT FLOUR <i>JIRAPORN WEENUTTRANON</i></p>
15.31-15.45	Afternoon Break
15.46-17.45	<p>Session A</p> <p>Paper 1 (27) THE ANALYSIS OF KNOWLEDGE AND ABILITY OF UNDERSTANDING KANJI IN THAI STUDENTS AT THE BEGINNING LEVEL. THE CASE STUDY OF THE KANJI PROFICIENCY TEST AMONG</p>

	<p>UNDERGRADUATE STUDENTS AT SUAN SUNANDHA RAJABHAT UNIVERSITY <i>RUDEEMAD RODSUK</i></p> <p>Paper 2 (33) E-BOOK USAGE BEHAVIOR OF UNDERGRADUATE STUDENTS <i>RATANAFADEE TAKERNGSUKVATANA</i></p> <p>Paper 3 (2) INTERPRETING THE ONE-CHINA PRINCIPLE CROSS-STRAIT RELATIONS AND THE DEVELOPMENT OF CONFIDENCE-BUILDING MEASURES <i>Chitashng Wu</i></p> <p>Paper 4 (4) DESIGN THINKING: AN APPROACH THAT SHAPED BANDUNG INTO CREAIVE CITY <i>Zahra Syifa and Abubakar Ahmad</i></p> <p>Paper 5 (40) THE DEVELOPMENT OF TOURISM LOGISTICS AND SUPPLY CHAIN MANAGEMENT OF LAMPAYA FLOATING MARKET, BANGLEN, NAKHON PATHOM, THAILAND <i>WATANTU CHODPAK</i></p> <p>Paper 6 (3) EFFECTIVENESS OF SELF-HELP GROUP PROGRAM FOR IMPROVING HEALTH LITERACY AMONG TYPE 2 DIABETIC PATIENTS RECEIVING SERVICES AT SUB-DISTRICT HEALTH PROMOTION HOSPITALS IN BANGKONTHÉE DISTRICT, SAMUT SONGKRAM PROVINCE, THAILAND <i>KANTAPONG PRABSANGOR</i></p> <p>Paper 7 (21) THE ENHANCEMENT OF THE FACILITIES FOR THE DISABLED OR HANDICAPPED AND THE ELDERLY, STATE ENTERPRISE BUILDINGS <i>Jitravadee Roongin Kunkar and Auntia Pankasol</i></p> <p>Paper 7 (23) THE PHYSICAL APPLICATION OF CERAMICS GLAZE FROM AGRICULTURE WAST ORANGE PEEL ASH <i>Suraphan Rattanavadi</i></p>
1 March 18 (TH)	Session B
1 March 18 (TH) 09.00-10.30 (TH)	<p>Session B1</p> <p>Paper 1 (1) ENHANCING LANGUAGE COMPETENCY OF HUMAN RESOURCES AS A BUSINESS COMPETITIVE ADVANTAGE VIA ENGLISH FOR BUSINESS PURPOSES <i>DIANGKAMOL THITIVESA</i></p> <p>Paper 2 (44) RESEARCH AND DEVELOPMENT OF READING LITERACY FOLLOW THE PISA TEST USING BY READING APPRENTICESHIP APPROACH <i>TASANEE SATTHAPONG</i></p> <p>Paper 3 (28) INTERDISCIPLINARY COLLABORATION BETWEEN FACULTY MEMBERS AND INSTRUCTIONAL DESIGNERS <i>Fatimah Albrahim</i></p> <p>Paper 4 (43) STUDY OF CONDITIONS AND PROBLEMS OF ADMINISTRATIVE COMPETENCE OF SCHOOL PRINCIPALS ACCORDING TO PROFESSIONAL STANDARDS <i>TUANJAI DONPRASIT</i></p> <p>Paper 5 (12) THE ADAPTATION OF THAI TRADITIONAL MEDICINE AND HERBS ENTREPRENEUR TO BECOME CULTURAL HEALTH SUPPLEMENTARY PRODUCTS A CASE STUDY OF U-THAI PRASIT CORPORATION, MUANG DISTRICT, PRACHIN BURI PROVINCE <i>SAOWAPA PHAITHAYAWAT AND TIKHAMPORN PUNLUEKDEJ AND SUWAREE YODCHIM</i></p>

	<p>Paper 6 (6) HOW DEVELOP TRADITIONAL TEXTILE TO MAKE THEM MODERN TO THE CONTEMPORARY WORLD THROUGH THE USE OF DIGITAL TECHNOLOGY <i>USAINI ALIYU</i></p>
10.31 - 10.45	Morning Break
10.46 - 12.00	<p>Session B 2 Paper 1 (11) ENGLISH INFLECTION IN PLURAL NOUNS WITH -O, -OO, -OE, -OU, -OW, AND -EAU ENDING <i>SUWAREE YORDCHIM</i> Paper 6 (42) THE EFFECTS OF PROJECT-BASED LEARNING ON STUDENTS ENGLISH LANGUAGE ABILITY <i>ABIGAIL MELAD ESSIEN</i> Paper 3 (16) PROFESSIONAL LEARNING COMMUNITY OF TEACHERS: A HYPOTHESIS MODEL DEVELOPMENT <i>SUCHEERA MAHIMUANG</i> Paper 4 (28) LESS IS MORE: CASE OF TEACHING JAPANESE CULTURE THROUGH PERFORMANCE-BASED LEARNING <i>PREMVADEE NA NAKORN PANOM</i> Paper 5 (44) GRASSROOTS HIGHER EDUCATION RESEARCH AND SUSTAINABLE DOCUMENTATION OF MINORITY LANGUAGES FOR REGIONAL ENTREPRENEURIALISM <i>Professor Francien Herlen Tomasowa</i></p>
12.01 - 13.00	Lunch Break
13.01 - 14.00	<p>Session B 3 Paper 1 (3) SEEKING RELEVANCE: SHOULD A DIAGRAM BE NOTICED WHEN SOLVING A MATHEMATICS PROBLEM? <i>Professor Dr. Brian D. Beitzel</i> Paper 2 (32) BEYOND THE DISCIPLINE: DIALOGUES ON INTERDISCIPLINARY LEARNING AND TEACHING IN THE HUMANITIES <i>Professor Nuria Alonso García Prof.</i> Paper 3 (41) CLASSROOM ACTION RESEARCH FOR TEACHING MATHEMATICS IN SECONDARY SCHOOLS <i>KANOKRAT KUNASARAPHAN</i> Paper 4 (17) FLOOR PLAN ANALYSIS, LIGHTING AND PHYSICAL ENVIRONMENT OF CLASSROOM DESIGN CORRESPONDING IN THE 21ST CENTURY EDUCATION <i>Dr. Preechaya Krukaxet</i></p>

14.01-15.15	<p>Session B 4</p> <p>Paper 1 (13) NETWORK INTERACTION IN THE HOSPITALITY INDUSTRY AND ITS IMPACT ON THE FINANCIAL CONDITION OF THE HOTEL COMPANY <i>Natalia Baranova and Liudmila Bogatyreva and Marina Efremova</i></p> <p>Paper 2 (14) SECONDARY TOURISM DESTINATION WITH HERITAGE POTENTIALS, KHIRIWONG COMMUNITY, NAKHON SI THAMMARAT, THAILAND <i>NUNTANA LADPLEE</i></p> <p>Paper 3 (13) INTENTION TO VISIT GREEN HOTEL: A CASE STUDY OF THAI TRAVELERS <i>KANYAPILAI KUNCHORN SIRIMONGKON</i></p> <p>Paper 4 (10) SECONDARY AND FRINGE TOWNS ALONG THE NORTHERN THAILAND ROUTE FOR SELF-DRIVE TOURISM: AN INVESTIGATION OF TOURISTS' PERCEIVED SOUVENIR QUALITIES AND ATTRIBUTES PREDICTING DECISION MAKING TO PURCHASE <i>SIRIPEN YIAMLIANYA</i></p> <p>Paper 5 (17) THE STUDY OF CLIENT REQUIREMENTS IN CHOOSING ACCOMMODATION IN SURIN PROVINCE <i>KANARON SUBWANTADA</i></p>
15.16-15.30	Afternoon Break
15.31-17.45	<p>Session B 5</p> <p>Paper 1 (10) THE BELIEF OF HOLY MAN AND ITS INFLUENCE IN THAI SOCIETY PAST AND THE PRESENT <i>Dr. Siriporn Dabphet</i></p> <p>Paper 2 (4) PROBLEMS AND METHODS OF DEVELOPING THE ENTERPRISE RESOURCE PLANNING SYSTEM OF SUAN SUNANDHA RAJABHAT UNIVERSITY <i>PIYARAT SAWETTADUL AND TEERAWIT TINPRAPA</i></p> <p>Paper 3 (5) THE STUDY OF MANAGING THE FACTORS OF STUDENT TRANSPORTATION TO ATTEND THEIR CLASSES ON SCHEDULE <i>TANYALUK SUPHANATE AND CHATTRARAT HOTRAIWASAYA</i></p> <p>Paper 4 (11) THE EFFECT OF MICE STAKEHOLDERS' PERCEPTION ON DECISION MAKING: Aqaba City as a Potential MICE Destination <i>Dr. Omar Alanunzeh</i></p> <p>Paper 5 (6) THE STANDARD OF MONITORING THE PERFORMANCE OF SUAN SUNANDHA INTERNATIONAL SCHOOL OF ART <i>NATTACHA LEEPANYAPORN</i></p> <p>Paper 6 (45) SAFETY BEHAVIORS OF EMPLOYEES IN MANUFACTURING OPERATIONS <i>NATAWADEE PUTTAWONG AND ASST. PROF. DR. WITTHAYA MEKHUM AND WUTTHIKORN MALIKONG</i></p> <p>Paper 7 (36) THE QUALITY ENHANCEMENT OF COMPETITIVE POTENTIALS FOR THAI ENTREPRENEURS <i>KANITTHA SESKHUMBONG AND SOMDECH RUNGSRI SAWAT</i></p> <p>Paper 8 (19) COMMUNICATION DESIGN PROJECT FOR PROMOTING THE IDENTITY OF KLONG YONG DISTRICT, NAKHON PATHOM <i>Supatra Lookrak and Preechaya Krukaset and Suraphan Rattanavadi and Jitravadee Roangin Kunkar and Khwanchai Sukkon and Jitima Seutong</i></p>

	Paper 9 (20) QUEER IMAGES IN THAI CONTEMPORARY DANCE: A CASE STUDY OF 18 MONKEYS DANCE THEATRE <i>Sun Tawahwongsri</i>
2 March 18 (F)	Session C
2 March 18 (F) 09:30 - 10:30	Session C1 Paper 1 (7) THE DETERMINATION OF BODY IMAGE AND LIFE SATISFACTION OF DISABLED WOMEN <i>EDA PURUTCUOĞLU and CEMILE AKSEL</i> Paper 2 (35) MEDICAL AND PUBLIC HEALTH SECRETARY IN THAILAND'S PRIVATE HOSPITALS <i>Pongsak JAROENNGARMSAMER</i> Paper 3 (36) THE RESULT OF WATER FLOW AND SETTLE ON FERROUS ION REMOVAL EFFICIENCY IN AQUEOUS SOLUTION <i>Mr. Thanya Promsorn</i> Paper 4 (12) Evaluation of the levels of heavy metals, Dissolved Organic Phosphorus (DOP) and Nitrogen (DON) in three Wetlands of Northern Nigerian <i>Shahru Yusuf and Audu, A. A. And Waziri, M. K. Jigawa</i>
10:31 - 10:45	Morning Break
10:46 - 12:00	Session C2 Paper 1 (38) THE ENHANCED ACTIVITIES SKILL AFFECT READING ENGLISH LANGUAGE OF EARLY CHILDHOOD <i>Phanee Rajanabenhakun</i> Paper 2 (14) Legal education to support social evaluation in Pakistan <i>Riaz Pervez</i> Paper 3 (25) Teaching English to students with autism: Montessori-Oriented versus Audio-Lingual Method <i>Mahsa Rezvani</i> Paper 4 (26) A Practical Guide to Collaborative Writing Assignments as a Pedagogical Technique in Higher Education Implemented in an Economics Course <i>Bahia Braktia and Belkacem Braktia</i> Paper 5 (31) Initiatives towards peace process in the jammu and kashmir state in the post kargil era <i>Pinki maurya</i> Paper 6 (15) CUSTOMER AIRLINES' EXPECTATION AND SATISFACTION ON CARGO GROUND SERVICE: A CASE STUDY OF CARGO GROUND SERVICE IN THAILAND <i>KANGWARN PHOTHONG AND KORAWIN KUNGWOLA</i>
2 March 18(F)	Session E

2 March 18 (F) 09.30 - 10.30	Session E1 Paper 1 (46) The stability Study of Clinacanthus nutans or Prayayor cream declared in National List of essential Medicines B.E.2560 <i>Dr. Nophadon Luangpirom</i> Paper 2 (47) Accepting Factors on Uterine Firming Massage in Thai Traditional Medicine Services <i>Wannee Promdao</i> Paper 3 (40) ELECTRONIC SPREADSHEET PACKAGE IN OFFICE MANAGEMENT: A KEY DRIVE FOR SECRETARIES AND ADMINISTRATION DUTIES <i>Chibuzo Emmanuel Amah N</i> Paper 4 (41) Integrating receptive and productive language skills in ESP courses on the Moodle platform <i>Ortt Zeevy-Solovey</i>
10.31 - 10.45	Morning Break
10.46 - 12.00	Session E2 Paper 1 (43) ROYAL THAI CUISINE OF SUAN SUNANDHA PALACE FOR HEALTH ON THE THEORY OF THAI TRADITIONAL MEDICINE <i>Dr. Supalak Fakkham</i> Paper 2 (33) The Impact of Quality Information on the Environmental Accounting Disclosure: A Case study for the Arabian Gulf Oil Company in Libya <i>Associate Prof. Dr. Eltayeb M. Elgobbi and Assisiani Eltaib E. E. El-Ghannal</i> Paper 3 (34) India's Act East Policy: Strategy for Economic integration with Southeast Asia <i>Binit Lal</i> Paper 4 (37) India's Role in the Geopolitics of Indo-Pacific: Opportunities and Challenges <i>Vivek Kumar Saurabh</i> Paper 5 (39) The effect of Project - Based Learning on Undergraduate Students English for Specific Purposes (ESP) Courses <i>Aziza Kavlu</i>
12.01 -	Conference Close
1-2 March 18	Participation and Discussion 1. Dr Mustafa Arslan, Georgia, 2. Dr Dr Olufemi Aramide, Nigeria 3. Dr Asif Iqbal, China 4. Professor Wang Zhuquan, China 5. Dr Sumit Kumar dey, India
3 March 2018	Free day for Participants

THE STUDY OF CLIENT REQUIREMENTS IN CHOOSING ACCOMMODATION IN SURIN PROVINCE

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ABSTRACT

The goal of this research is to determine customer requirements in choosing accommodation in Surin province, Thailand. The study purpose is to define customer expectations in choosing accommodation in the local area to aid local business owners. The outcome of this research will be provided to local hotels and accommodations in Muang District, Surin Province, Thailand.

Methodology in this research allowed researcher to gain qualitative data from the tourists. The data was collected from 200 tourists in Muang district, Surin province from 1st February to 30st April, 2017 from both sexes and from different demographics to create variation in data based. The questionnaires were divided into three parts: demographic profile, general information on tourist behavior and factors affect to decision making in choosing accommodation.

The finding of this research showed that the most popular means of accommodation searching is through internet. Price is also one of the main factors affects to tourist decision making. Moreover, choices of room prices should be available to select. In addition, the results directed that check in and check out timing speed is also another important component. And finally, the internet connection in the accommodation area should be provided gratuity.

Keywords: English language, Homestay, Using English, ASEAN

INTRODUCTION

Thailand is one of the top tourist destinations in South-East Asia. It has rich historical heritage sites as well as stunning natural attractions. Chon (2000) mention in her research that organizations include The Ecotourism Society (TES), a surrogate global ecotourism association based in united states of America and the Ecotourism Association of Australia (EAA) stated that tourism in South east Asia especially ecotourism is growing rapidly. Elliot (1987) explained that tourism in Thailand was first established by The Tourism Organization of Thailand in 1959 and was renamed as the Tourism Authority of Thailand (TAT) in 1976. After the TAT began a national marketing plan called 'Amazing Thailand' in 1997, Thai Tourism Industry has been recognized as the top tourist's currency generator and has boosted the national economic and helped the country from the economic downturn crisis during that period. Many types of tourism have promoted such as Thai arts and lifestyle, agricultural tourism, sports tourism, shopping tourism and domestic tourism.

Tourism industry plays an important role to Thai Economic. According to the annual report from the Department of Tourism and sports (2017) stated that numbers of tourists from different countries travel to Thailand are continuously increasing every year. In 2016, there are 27,842,753 tourists travel to Thailand and in January - April, 2017, the numbers increasing to 28,824,753. As for Surin province, there were 1,044,669 tourists traveled to in 2014. Surin, which literally means 'City of Happiness' or 'Peaceful City', is situated in the lower part of the Northeastern region, about 410 km from Bangkok. Surin area is approximately 10,321 square kilometers. Many evidences of ancient Khmer culture were founded around this area from the Dvaravati period (6th-11th centuries C.E.). Nowadays elephants are Surin's claim to fame. In the province's northern reaches, an entire village - Baan Ta Klang - has long been devoted to elephants, which hold a special place in Thai and Khmer cultures. (Tourism Authority of Thailand TAT, 2017).

Tourism Authority of Thailand (2017) stated that in 2012, numbers of tourists travel to Surin province in 2015 is at 896,262 and has increased to 1,044,669 people in 2016 which bring more income to the province from 1,835 million THB in 2015 to 2,035 million THB in the following year. Numbers expected to rise. Schmitz A. (2012) explained about the consuming pattern that consumer behavior begin with having a stimulus to stimulate the feeling which create the sense of needs which drive the consumers to make a purchase. The Stimulus can be dividing into inside stimulus and outside stimulus. The inside stimulus happened from the unbalance in human's mind. The outside stimulus can be divided into marketing stimulus concerning with marketing mix of 4Ps (Product, price, place and promotion) and other stimulus which cannot be control for instance, economic downturn.

Dietrich (2010) explained in her research that there are many significant factors that influence people's decision making. For instance, past experiences, biased, a growth of commitment and outcomes, individual differences, including age and a belief in personal relevance. She also state that past experiences can impact future decision making. This explains that when something positive results from a decision, people are more likely to decide in a similar way or repeat that decision again. Yiamjanya (2016) stated in her research that The Internet has vastly been known as the key drive of growth for the demands and supplies of the tourism industry. Consumers' behavior has also been shifted in ways that they greatly adopt the Internet in their life including as the source of travel motivation, expression and trip planning. The Internet endlessly supports people in the post-modern world in exploring new things more easily. Particularly, consumers today have increasingly sought for traditional, indigenous and authentic experiences. Along with the fact that buying and selling of many tourism products today is mainly based on direct contact, especially in small and medium enterprise market. Accommodation in Thailand, has nowadays adopted e-marketing strategies, in spite of its superficial level of knowledge about e-marketing. Internet based advertising activities involve utilizing social media, portal sites and destination sites for accommodation listings that link to particular accommodation business domains. A few accommodation businesses apply Google Plus, a social networking platform for discovering and sharing digital content with friends, family and coworkers, for promotion, and Google Ad words to advertise the business.

METHODOLOGY

The objective of this research is to determine factor affecting tourists decision making in choosing accommodation in Surin province from the questionnaires. The method is to analyze data from the questionnaires to determine the customer's needs.

Research Approach

Research approach helped researcher to find factors that influence to customer decision in choosing accommodation and determining customer expectations. The researcher use quantitative method to collect data. This research was conducted by distributed 200 questionnaires to collect the data from 200 tourists in Muang district, Surin province. The Data were collected from both sexes and from different demographics to create variation in data based. According from the statistic of annual tourists travel to Surin province, in 2014, there were 1,044,669 people travelling to Surin (The Department of Tourism and Sports, 2017). This number was utilized to calculate the accurate amount of questionnaire for this research. The questionnaires were conduct only during three months period from 1st February to 30st April, 2017. So when using Taro Yamane calculation with 5% allowable error the amount of questionnaires should be at 400. However, researcher limited samples from Muang district only and also not during high season.

The 200 questionnaires were collected from 200 tourists in Muang district, Surin by using a representative sample methods; simple random sampling for quantitative studies area. Researcher distribute the questionnaire to ten representative hotel in Muang district, Surin.

Research Instrument and Data Collection

In this research, the research instruments were questionnaire. The questionnaire method was employed to gain quantitative data from tourists in order to analyze tourists' needs in general. The questionnaires were divided into three parts; demographic profile, general information on tourist behavior and factors affect to decision making in choosing accommodation to find out about customers' perception and expectation towards the preferred accommodation as well as the customer expectation on the services. The quantitative data was analyzed and demonstrated in Frequency, percentage and mean. By solicit 5 lecturers in the Tourism industry who had experience doing research before to rate the questionnaire, total score given were 8 out of 10.

Limitations

The limitation of this research was the limited of time to collect the quantitative data which took place in Muang district, Surin province, Thailand during 1st February to 30st April, 2017.

RESULTS

The research finding discussed the result of the 200 questionnaires concerning customer's about factors affecting to customers decision making in choosing accommodation in Surin, collected during during 1st February to 30st April, 2017 from 200 tourists in Surin. The questionnaires were divided into three sections; demographic profile, general information on tourist behavior and factors affect to decision making in choosing accommodation.

The results of the questionnaires were as followed there were more males (58.5%) travelling to Surin than females (41.5%). Most of the respondents were from Asia (42%). The majority of the respondents aged between 36-45 years accounted for 39% and tourists who were 46-55 years accounted for 21%.

As for the education level, 65.5 % of the respondents graduated in a Bachelor's degree followed by 15.5 % graduated in High school level. The marital status showed that 53.0% of the respondents are married, 39.0% are single and 8.0% are divorced/ widowed. In the occupation section, research result found that 38.0% of the respondents work in the private company, 37.0% of the respondents work for government and 10.5% have got their own business. Most samples have revenue from 20,001-30,000 baht/month which accounted for 36.0% followed by 30% of revenue from 30,001-40,000 baht/month.

When studied the general information on tourist behavior, researcher found that 70% of the respondents are repeated tourists and 30% of the respondents traveled to Surin for the first time. The tourists traveled alone accounted for 37.5%. There were 31% of tourists who traveled with families or relatives and 19% traveled with friends. As for the length of stay, the result showed that 64% of the respondents stayed for 1-3 nights, followed by 15.5% stayed for 4-7 nights and 8% stayed for 15-30 nights. Researcher found that 55% of the samples interested to stay in the hotel, 28.5% choose to stay in an apartment and 8% interested in Bungalow. The price of the accommodation that attracted tourists the most is 500 baht/night and 1,001-2000 baht/night which both accounted equally for 35%. Followed by 501-1,000 baht/night which accounted for 14.5%. The result showed that 52.5% of the respondents know about the accommodation in Surin through internet/website, 21.5% recognized the accommodation from friends/word of mouth and 21.0% known about their accommodation through Travel Agent Company. For the Booking Method, 38.5% of the samples booked their accommodation through hotel website, 19.0% made a reservation with Travel Agent and 16.5% booked their accommodation by phone.

In part 3, the research focus on factors affect to decision making in choosing accommodation in physical factor, service factor, price factor, booking channel actors and other factors. The result are presenting in the table below.

Table 1
Physical Factors of the accommodation

physical Factors of the accommodation	\bar{X}
location near tourist attraction/ near city	3.95
Atmosphere of in room / accommodation area	3.93
Cleanliness of in room / accommodation area	3.85
Size of room	3.62
various room types	3.58

When observe the result in each Factor, researcher found that the physical Factors of the accommodation is very important (\bar{X} -3.78).

Table 2
Service factor

Service factor	\bar{X}
Rapidity of service	3.87
Adequate staff for guest needs	3.84
Staff friendliness	3.80
Staff able to communicate in your language	3.70

The overall importance of service factor are rated as high (\bar{X} -3.80).

Table 3
Price Factor

Price Factor	\bar{X}
various room prices	3.80
Reasonable price for room quality	3.75
Cheaper price than other place	3.72
Promotion/ Discount	3.72
clearly inform room prices	3.62

Price Factor are rated as high (\bar{X} -3.72).

Table 4
Booking Chanel Factor

Booking Chanel Factor	\bar{X}
Travel agent booking service	3.85
Accommodation's website	3.52

As a final point, the importance of Booking Chanel Factor are rated as high (\bar{X} -3.68).

Table 5
Other Factor

Other Factor	\bar{X}
Internet / Wi-Fi	4.09
Parking	3.75
Restaurant / Bar	3.62
Security	3.89
Laundry Service	3.32

The overall importance of other factor are rated as high (\bar{X} =3.73).

According to the data, the result show that the overall importance level of factor in choosing accommodation such as physical factors, service factors, price factors and booking channel factors were rated very high (\bar{X} =3.74).

CONCLUSION AND FUTURE WORK

Considerate from the research findings, accommodation owner should pay attention to customer expectations and needs in some aspects more than others. Masters P. (2010) stated that the tools for implementing are The Marketing Mix which can be determining by using the 4Ps which are product, place, price and promotion.

Product: The owner had to adapt the product correspond to the need of the customer which in this case had to be authentic and original because that's what the tourists sought for accommodation. According to the research result, customers require many activities involved with traditional culture such as chance to learn new culture, village tour, local attraction tour, village daily life experiences, local ceremony participation, and interactive conversation with local people.

Price: According to the research finding, the price was the most important factor people would considered when choosing Home Stay. Price should be corresponding to the product quality. The price can be set up according to the target customer. The price also could be set up according to other competitor by set our price slightly lower than the competitor to attract more tourists. However, for accommodation, customers are sensitive to price, the accommodation provider should consider to set a low to medium prices which was generally around 500 -1,000 baht per night.

Place: In accommodation, "Place" refers to location which is suitable for the product. Customers expected to see real traditional ways of Thai; therefore, good locations for accommodation should be in the rural area where there were many traditional rituals that tourists participated in.

Promotion: According to the data collection, a researcher found that 112 people out of 200 studies in Bachelor degree level at the age 20 - 30 years which were accounted for 62% from all the samples. This data showed that university students were another important market for accommodation. Accommodation providers should come up with appropriate package for them such as discount or special activities for big group.

In conclusion, the research result showed that tourists who travel to Surin province booked their accommodation through internet the most, consequently hotel and accommodation owner should focus more on presenting their product using online travel agents. Moreover, the accommodations owner should also consider having hotel website containing online reservation system. In addition, the accommodation owner should pay attention to employees' competency. Employee should be able to work fast as well as having service mind. Moreover, various room types should be available at the premises to create more alternative to the customers. And finally, free internet and Wi-Fi is also substantial component nowadays. A free Wi-Fi in the resident area can be appealing for tourists.

Future Research

The future research should focus on the products and services that customers expect to be given when staying in an accommodation in Surin province and comparing with the services accommodation owner provided. By comparing both side, researcher expect to gain more information to improve accommodation's product and services to be equivalent with customer's needs. A further study can be complete by an in-depth data analysis by arranging interview with tourists in Surin Province to further find out about consumers' requirements in dept to develop accommodation's products and services in the future.

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