

**INTERNATIONAL ACADEMIC MULTIDISCIPLINE
RESEARCH CONFERENCE PROCEEDING 2017**



International Academic Multidisciplinary Research Conference 2017

Proceeding of

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

*London, United Kingdom
5 - April, 2017*

THE 2017 ICBTS



Edited by Chayanan Kerdpitak, CK Research, Thailand
Kai Heuer, Wismar University, Germany
Ebrahim Soltani, Hamdanbin Smart University, UAE
Gilbert Nartea, Lincoln University, New Zealand
Vipin Nadda, University of Sunderland, United Kingdom

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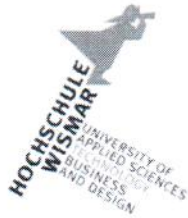
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INTRODUCTION

We would like to welcome our colleagues to the International Business Tourism Transport Technology Social Sciences Humanities Education Research Conference. It is the seven series in 2016 of Conference on Business Tourism and Apply Sciences was held in Amsterdam. As always many members of the ICBTS 2016 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 November between Europe and the rest of the world is now well established. This year's event in London (UK) Paris (France) Munich (Germany) Amsterdam (Netherlands) Boston (USA) Toronto (Canada) London (United Kingdom) Zurich (Switzerland) Berlin (Germany) Tokyo (Japan) and another continues with the cultural following the very successful and productive event held in London-Zurich in August 2016 in the field of various types for international academic research conference on Business Economics Social Sciences Humanities Education and Apply Sciences. As usual The ICBTS 2016 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 2016 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 Tokyo 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
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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.

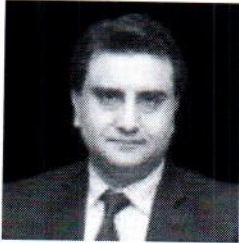
SPEAKER BACKGROUND



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.

SPEAKER BACKGROUND



Dr. Tariq Khan

Dr Tariq Khan is a Lecturer and Director of Postgraduate Programmes of Business School in Brunel University, Uxbridge, London, United Kingdom. He received his BEng in Aerospace Engineering from Kingston University, his MSc in Manufacturing Technology from University of Warwick, and his PhD in Intelligent Education Systems from University of Salford. He subsequently worked as a research associate in Heriot-Watt University Edinburgh and as a senior lecturer at London Metropolitan University. He has specialist teaching in Business Process Modelling, Web Programming, Software Engineering, Classical Logic, Human Computer Studies. He has Book and published over 20 papers and reports in such journals as Information Systems Evaluation and Integration (ISEing). He supervised a considerable number of PhD theses and is a consultant on business and supply chain and engineering industry in England and United Kingdom.

SPEAKER BACKGROUND



Dr. Chayanan Kerdpitak

Dr. Chayanan Kerdpitak is a Lecturer and management committee of Doctor of Business Administration Programmes of College Management Innovation in Valaya Alongkorn Rajabhat University in Thailand and a management committee of CK Research Consultant in Bangkok. I was a Lecturer of Principle Marketing, Sales Management, Consumer Behavior, and Marketing Research at The Suan Dusit University in Thailand. She received a Ph.D. in the field of Business Logistics within Industrial at Ramkhamhaeng University, Thailand. She has published over 20 proceeding paper and some reports in such journals as International Journal Business and Economics Research. She has been a consultant on Import Automobile Industry from Germany for International Marketing and Marketing Research. Chayanan graduated a B.B.A and M.B.A in Business Administration from The Ramkhamhaeng University, Bangkok, Thailand (Major in Marketing).

2017 ICBTS CONFERENCE LONDON PROGRAM

The 2017 ICBTS International Multidiscipline Research Conference	
5 April 17 8.20-08.50 (W)	REGISTRATION & WELCOME Welcome meeting at The Imperial London Hotel Russell Square
	Session Chair <i>Professor Dr. Kai Heuer, Wismar University, Germany</i> <i>Assoc. Professor Dr. Vipin Nadda, University of Sunderland, London, UK</i> <i>Dr. Bilan Sahidi, University of Sunderland, London, UK</i>
5 April 17 09.00 -10.30 (W)	Session A1 Paper 1 (16) Living veganism in a food culture dominated by narratives of meat as national identity. Ellen Scott and Julie Cartlidge, Australia Paper 2 (60) Influence of Cultural dimensions on Management practices in Hospitals: A Study of Indian Subcontinent Devjani Chatterjee and Sunil Omanwar and Dr. Sabyasachi Patra, India Paper 3 (57) Buddhist Organizations in Thai Society in the Reformation Period: Hopes, Adjustment, and Development Procedures Cholvit Jearajit, Thailand Paper 4 (51) Marketing Mix of OTOP: From Thai Local Wisdom to Global Through Thai Airways International Krongthong Khairiree, Thailand Paper 5 (61) International Films Festival in Association of South East Asian Nations - ASEAN: An Analysis of Situation of International Films Festival and Roles in Enhancing Cooperation and Building Awareness on the importance of ASEAN cooperation among ASEAN countries Assistant Professor Dr. Sammiti Sukbunjhong and Dr. Pichaiwat Sangprapa, Thailand Paper 6 (203) Consumerism in UAE: UAEU Students as a Case Study Mahmoud Naamneh, United Arab Emirates
10.31 - 10.45	Morning Break
10.46 - 12.15	Session A 2 Paper 1 (64) Cross-Sectional Study to Determine the Types of the Violence and Its Sources for A Sample of Children and Adolescents in the City of Baghdad Dr. Raghad Ibrahim and Dr. Mohammed Baqir, Iraq Paper 2 (97) The Efficacy of Explicit Instruction on Implicit and Explicit knowledge of English Articles Faten A. Alarjani, Kingdom of Saudi Arabia Paper 3(131) Life Quality Promotion for Elderly

	<p>Ponpun Vorasiha, Thailand Paper 4 (137) The Study of Sexual Health Behaviors in Adolescent Boonsri Kittichottipanich, Thailand Paper 5 (118) ESL Students' Experience of Project-Based Learning Abigail Melad Essien, Thailand Paper 6 (146) Satisfaction of Urination Promotion in Benign Prostatic Hyperplasia Kanya Napapongsa, Thailand</p>
12.16-13.30	Lunch and Join Academic Network
13.31-15.00	<p>Session A 3 Paper 1 (17) Teacher's use of Okay in Differentiated Classes in EFL contexts Jungmin Ko and Professor Jeongsoon Joh, South Korea Paper 1 (12) The Domestic Crusaders Registers Violence against Muslims Following 9.11 Rehab Farouk and Mona Anwar, Saudi Arabia Paper 3 (120) Safety Behavior of Operation Staffs in Water Production and Supply Department Bangkhen Water Plant, Bangkok, Thailand Pongsak Jaroengarmsamer, Thailand Paper 4 (111) Intention to Visit Green Hotels of Thai Tourists and Hotel Entrepreneurs Kanyapilai Kunchornsirimongkon, Thailand Paper 5 (135) DM OUTCOME OF FOOT CARE EDUCATION PROGRAM IN DM TIPAPAN SUNGKAPONG, Thailand Paper 6 (134) Health Problems and Needs for Health Service of the Elderly: A Case Study of Elderly in Tambon Wangtakoo, Nakorn Pathom Province, Thailand Prapaiwan Danpradit, Thailand</p>
15.01- 15.15	Afternoon Break
15.16 - 17.00	<p>Session A 4 Paper 1 (201) The Portuguese Presence in the Arabian Gulf as Reflected in Local Omani Historical Narratives Dr.Hassan M Alnaboodah, United Arab Emirates Paper 2(86) The Role of New Technologies in the Resolution of Educational Problems in West Africa Ousmane Samba BA, Senegal Paper 3 (109) Factors Affecting Tourists Decision Making in Choosing Homestay in Amphawa District, Samutsongkram, Thailand Kanamon Suwantada, Thailand Paper 4 (107) Tourism Life Cycle Analysis and Sustainable Tourism Management for Urban Cultural Tourist Attraction: A Case Study of Koh Kred, Thailand Siripen Yiamjanya, Thailand Paper 5 (128) Diabetes Care and Patients' Perspectives on Diabetes Mellitus in Rural Thailand: A Qualitative Study Kantapong Prabsagnob, Thailand Paper 6 (108) Opportunity to include a Secondary Destination for Tourist Experiences with Heritage Potentials the Case Study of Khiriwong Community, Lansaka District, Nakhon Si Thammarat, Thailand Nuntana Ladplee, Thailand</p>
SESSION B	
<p>5 April 17 09.00 - 10.30(W)</p>	<p>Session B 1 Paper 1(84) Generation 'Y' (Millennial Tourist) Perceptions and Visitation Patterns Towards Museums Trung Kien and Dr. Vipin Nadda, England</p>

	<p>Paper 2 (10) The impact of corporate social responsibility on Egyptians' purchase intention "the case of telecommunication sector in Alexandria, Egypt." Dina ElSalmy and Ahmed ElSamadicy and Mohamed Mostafa Soliman, Egypt</p> <p>Paper 3 (53) Thailand and Technological Products: A Social Sciences Case Study Darma R Khairiree Thailand</p> <p>Paper 4 (79) The Analysis of Policies and Strategies of Buddhist and Cultural Tourism in ASEAN Community Phramaha Nantakorn Piyabhani, Saichol Panyachit, Phoobade Wanitchanon, Thailand</p> <p>Paper 5 (54) Factors Related to Sports or Exercise Behaviors of Thai People Rattana Panriansaen, Thailand</p> <p>Paper 6 (90) A Study of the Relationship among Museum Experiential Value, Satisfaction, and Behavioral Intention - Taking National Chiang Kai-shek Memorial Hall for Example Chan-Li Lin and Sheng-Yen Lin, Taiwan</p>
10.31 - 10.45	Morning Break
10.46 - 12.15	<p>Session B 2</p> <p>Paper 1 (48) Environmental Management Best-practice & Strategies within the Institutional Context: The Case of (UAE) Ahmed Zain Elabdin Ahmed, United Arab Emirates</p> <p>Paper 2 (206) Modelling the Demand of International Tourism in UK Using Ordinary Least Square Regression Method(OLS), Polynomial Regression Analysis Adenike Adebola Adesanmi and Vipin Nadda, England</p> <p>Paper 3 (149) PEER OBSERVATION AND SELF-MONITORING IN PRE-SERVICE TEACHERS' MICROTEACHING WIPADA PRASANSAPH, Thailand</p> <p>Paper 4 (139) The Effects of Thai Mind-Body Exercises "Rusie Dutton" on Body Weight and Blood Lipid Level in Menopausal Wome Kanit Ngowsiri, Thailand</p> <p>Paper 5 (140) Education Program Outcomes in Pregnancy Prevention of Sex-Risk Femal Adolescents: A Case Study of Students in Samut-Songkram Province, Thailand Premwadee Karuhadej, Thailand</p> <p>Paper 6 (141) Study of Sex Health Knowledge and Demand of Sex Health Care in Undergraduate Students Udomporn Yingpaiboonsuk, Thailand</p>
12.16 - 13.30	Lunch

13.31 – 15.00	<p>Session B 3</p> <p>Paper 1 (85) The Teaching of English Language as A Means to an End for Business Tourism Dr. Nande C.K. Neeta, South Africa</p> <p>Paper 2 (65) Alauddin Malay King Mosque- searching for architectural symbols and identity Roslan Talib and M Zailan Sulieman, Malaysia</p> <p>Paper 3 (122) Effect of Aroma Oil Massage and Herbal Compression with Analgesic Drugs on Pain in Persons with Low Back Pain Ladaval Ounprasertpong Nicharojana, Thailand</p> <p>Paper 4 (123) Social Support of Postpartum Mothers Based on Folk Medicine in Nakornpatom Province, Thailand Supparas Oatsawaphonthanaphat Thailand</p> <p>Paper 5 (136) Result of the Teaching on Promoting Perceived Self-Efficacy in Pregnancy Women for Diabetes Mellitus Prevention Napissara Dhiranathara, Thailand</p> <p>Paper 6 (147) Exploring Health Status Among Older Adults in Urban Community, Bangkok, Thailand Luckwirun Chotisiri, Thailand</p>
15.01-15.15	Afternoon Break
15.16-17.00	<p>Session B 4</p> <p>Paper 1 (21) A Study of Motivations Affect Internet Advertising Acceptance Anil DAL CANBAZOĞLU, Turkey</p> <p>Paper 2 (58) Usage and Effect of the Open Courseware Project on Faculty Teaching in Universities in the Middle East: A Longitudinal Study Noah Kasraie and Assist. Prof. Dr. Narges Kasraie, UAE</p> <p>Paper 3 (138) Result of the Empowerment Program on Promoting Perceived Self-Efficacy in Pregnancy Women for Diabetes Mellitus Prevention Petcharat Techathawewon, Thailand</p> <p>Paper 4 (104) Blended Learning Model and Achievement in a Foundation of Marketing Course Narumon Chomchom Thailand</p> <p>Paper 5 (123) The Application of Palmistry Knowledge in the Diagnosis of Diseases Following the Principles of Traditional Thai Medicine Phatphong Kamoldilok, Thailand</p> <p>Paper 6 (148) Comparison of Skin Appearance with Appropriate Time in Self Reflexology Area with Thai Traditional Medicine in Geriatrics Natsinee Sansuk, Thailand</p>
5 April 17 (W)	SESSION C

<p>5 Apr 17 (W) 09.00 – 10.30</p>	<p>Session C 1 Paper 1(44) The Impact of Corporate Social Responsibility on Corporate Reputation Capital Kritchanaat Santawee, Thailand Paper 2 (80) London Interbank offer rate volatility: The US Dollar, the British Pound, the Japanese Yen and the Euro: How it affects Multinational companies (1986-2016) Alhassan Ndekugri, United State of America Paper 3 (72) Who are Nonvoters? Lyn Ragsdale and Jerrold G. Rusk, United State of America Paper 4 (45) Media Literacy: Advantages and Applications A Case Study of Srinakharinwirot University Sasithon Yuwakosol and Kritchanaat Santawee, Thailand Paper 5 (52) Online Marketing Implemented on Higher Education in Thailand: A Case of International College, Suan Sunandha Rajabhat University Nalin Simasathiansophon, Thailand Paper 6 Effect of prosodic feature awareness training on intelligibility of speech by interpreter trainees: An experimental study Mahmood Yenkimaleki and Vincent J. Van Heuven, Netherlands</p>
<p>10.31 – 10.45</p>	<p>Morning Break</p>
<p>10.46 - 12.15</p>	<p>Session C2 Paper 1 (47) Face-to-face learning, cross-cultural virtual teams and study abroad: Incorporating experiential learning into a multi-modal class Denise Luethge and Carole Cangioni, United State of America Paper 2(127) Communicative Bilingual Approach in a Thai School on Vocabulary at Home and at School Suwaree Yordchim, Thailand Paper 3 (113) New Dimensions to Administrate Human Development to Conserve Buddhism of Mahayana Chinese SECT: The Study of Mungkornkamalawas Chinese Temple, Bangk Saowapa Phaithayawat Thailand Paper 4 (142) Promotion of Exercises for Elderly Anchalee Jantapo, Thailand Paper 5 (119) Development of Student Teachers' Reflective Thinking Abilities Sucheera Mahimuang, Thailand Paper 6 (101) Development of Analytical Reading Based on the Transactional Strategies Instruction Tasaneee Sattthapong Thailand</p>
<p>12.16 – 13.30</p>	<p>Lunch Break</p>
<p>5 April 17(W) 13.31 – 15.00</p>	<p>Session C 3 Paper 1 (89) Dealing with Identity Loss and Stigma of Unemployment in Georgia - Perspective of Youth Associate Professor Anastasia Kitiashvili, Georgia Paper 2 (121) Prospective Study of Rabies Elimination Model and Strategy, Formulated by the People in 2-Epidemic Communities Thavatchai Kamoltham, Thailand Paper 3 (133) The Art of Designing, Fabric Pattern by Mold with Natural Dyes Chanoknart Mayusoh, Thailand Paper 4 (132) Fabric Printing Design, An Inspired From Thai Traditional Tin Toys Suwit Sadsunk, Thailand</p>

	<p>Paper 5 (116) Topsis Method to Select Location of Grass Flower in Warehouse Martusorn Khaengkhan, Thailand</p> <p>Paper 6 (126) DEA Model Measuring Airport Performance in Thailand Piyaon Sriwan, Thailand</p>
15.01 - 15.15	Break
15.16 - 17.00	<p>Session C4</p> <p>Paper 1(41) Tourism Strategy in the Sun Triangle Analysis with the theory based on resources and institutional theory José G. Vargas-Hernández and Lic. Ana Yanetly Arias Orozco, Mexico</p> <p>Paper 2 (13) International Business: Trade and Potential Agricultural Policy Reforms in Sugar Markets Dr. Carolan McLarney and David Dilworth, Canada</p> <p>Paper 3(144) The History of Thai Women Lingerie Junjira Monnin, Thailand</p> <p>Paper 4 (124) Piet Mondrian's Painting Inspired Yves Saint Laurent, The World Class Fashion Designer Jaruphan Supprung, Thailand</p> <p>Paper 5 (143) The Pattern Design from Concept Carp Weave Siracha Samleethong, Thailand</p> <p>Paper 6 (129) The Participation in the Development of Packaging and Logos to the Needs of the Consumer Products Khaneonghin Community Personnel Bangkok Supassawee Morakul, Thailand</p>
6 April 17 (TH)	Session D
9.00-10.30	<p>Paper 1(66) Tourism Revenues Regression for Tourism Promotion Investment Decision-Madeira Case study Elvio Jose Sousa Camacho and Maria Manuela M. S. Sarmiento Coelho, Portugal</p> <p>Paper 2(6) The impact of two important factors on EFL Learners' Fluency Alireza Behfar, Iran</p> <p>Paper 3(11) The Influence of Facebook on Tourists' Purchase Intentions Assistant Professor Dr. Ahmet Ertugan, Turkey</p> <p>Paper 4 (18) Job Satisfaction and Employee Productivity in the Nigerian Public Sector Ezeamama Ifeyinwa G, Nigeria</p> <p>Paper 5 (19) Incentive Packages and Employees attitude to work in Nigeria Chibugo Mars Onwuka, Nigeria</p> <p>Paper 6(20) Dangerous Liaisons-Jewish Female Tourists and Local Arab Men in Sinai Darya Maoz, Israel</p>
10.31-10.45	Morning Break
10.46-12.15	<p>Paper 1(53) The Role of Reason and Moral Values in the Character Formation: Fârâbî Example Mehmet Ata Az, Turkey</p> <p>Paper 2 (54) The Motive Power of the Desire to Achieve Virtue Morality Murat Demirkol, Turkey</p> <p>Paper 3(59) Virtual Spaces and the Cultures of Modernity: Reflections on the Centrality of Culture and the Art of Storytelling Dr. Taleb Bilal Eli, UAE</p> <p>Paper 4 (63) Painting on the Wall: Social space occupied by women as patrons of religious art in Late Colonial Sri Lanka Dulma Karunarathna, Sri Lanka</p> <p>Paper 5 (94) Morality as the Basis of Developmental Transformation of Nigeria</p>

FACTORS AFFECTING TOURISTS DECISION MAKING IN CHOOSING HOMESTAY IN AMPHAWA DISTRICT, SAMUTSONGKRAM, THAILAND

Kanamon Suwantada

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ABSTRACT

Homestay is a type of accommodation emerging in Thai's suburban and local areas. A niche market has gained its popularity amount Thai and Foreign Tourists. One of the famous homestay areas in Thailand is located in Amphawa district. This research examined the tourist decision-making in choosing homestay accommodation in Amphawa district, Samutsongkram province, Thailand to find out about customer's needs may enable researcher to understand and improve the proficiency in homestay lodging business. The data was collected from 200 samples, during 1st July- 30th October, 2015 in Amphawa floating market area from both sexes and from different demographics to create variation in database. The questionnaires divided into three parts: demographic profile, general information on tourist decision making and factors affect decision making in choosing homestay. The result of this research revealed that tourists are looking for accommodation via internet the most. The aspect of products and services that are important to the tourists are the price of accommodation should be suitable for the quality. In addition, the homestay location should be near the local attractions. Moreover, information available online and online booking channel also considered important for tourist decision in choosing accommodation.

Keywords—homestay, marketing, decision making

INTRODUCTION

Thailand comprises of a multi-national ethnic society. People way of life is based on faith which expressed in the form of rituals and ceremonies including a residential, costume, food, speaking language and careers (Chon, 2002). In the previous time, Thai tourism based on only sightseeing. However, the trends of tourism are slightly shifting toward educating and exchanging cultural along with natural tourism. One form of a popular eco-tourism is call homestay. This type of tourism allows travelers to access traditional local way of life (Chon, 2002).

In the past few years, more and more tourists are interested in the community-based tourism or homestay. Homestay is a type of tourism which travelers stay in the same or nearby house with the local owner in order to absorb the local lifestyle and traditions from the homestay provider and other native people (Samala, 2006). Homestay is also considering as an alternativewayto stimulate local economy other than agriculture and farming careers of the villagers.

LITERATURE REVIEW

"Spending time in a village is the best way to fully submerge oneself in Thai culture" (IHA, 2010). The way to do that can be done through staying in a homestay in the rural area of the country. Homestay is a living arrangement with a host familywho offers an extra private guestroom or space (IHA, 2010). Travelers would have a chance to live and learn the authentic way of life in the local community. Homestay can be considered as niche tourism that offers new experiences and knowledge to the tourists (Novelli, 2005).

Homestay idea came from Europe in the past 50 years after the World War II when people were seeking to escape from the war trace in the city to stay away in the rural area. Therefore, the new type of tourism has begun such as Bed& Breakfast, Farm House, Guest House and Homestay (Samala, 2006). This

type of tourist runs under the same hospitality principle that the customers staying are considerate as a guest of the house and not just a tourist (Samala, 2006).

Homestay product is what homestay provides to the tourist. It can be divided into the inner product and outer product. The inner product is what a homestay provider has provides to its customer within the homestay for instant, bed, meals, activities. The outer product is what is around homestay which affect people decision in choosing homestaydestination. For instance, the cultural heritages and local attractions. Therefore, thehomestay products and activities provided must be developed at all time to grow and expand demand from the consumers (Dickson, 1997).

Cultural heritages are considering as main attractions that draw people toward homestay. Cultural heritage may be unique, exotic and extraordinary which provide tourists a chance to learn about the host cultures and way of life through it (Prideaux *et Al*, 2008). It is now considerably as a global phenominal that people try to preserve and concern about cultural heritage site even than before (Mckercher& Du Cros, 2002).

In Thailand, cultural heritages are considered as the coreincome of the tourism field (Fuller, 1997). Homestay is likely to be built close to the cultural heritage sites to allow the tourist to stay close to the attractions which considered being one of homestay products. In Amphawadisrict, there are many cultural heritages such as Baanlaem or SamutWoraeihan Temple, AmphawanChetiyaram Temple, Chulamane Temple, Sathatham Temple, Phumarinkudeethong temple, Bang Kung Barrack, Embossed mural painting at Bangkokom Temple, Bang KhaeYai Temple, Bodi tree covered chapel, BangkhaeNnoi Temple, Yai Temple, Khaoyisarn Temple, The Nativity of our lady and Cathedral Bang-Nok-Khuek. Another outer product of homestay is the local attractions surrounded homestay area. It could be either natural or artificial but has to represent local way of life. Local attractions play crucial roles to attract visitors into the area (Fyallet *Al*, 2008). These local attractions helped charming the homestay vacation and make the experiences memorable for the tourist. Example of local attractions are such as Floating Market, King Rama II Museum and memorial park, Ing-Chan Siamese Twin Statue, Boat tour, watching Fireflies at night and make merit by boat in the morning. In overall, the homestay inner product and outer product needs to create altogether the attractiveness to draw the tourist attention toward homestay business.

Homestay tourism is not a luxurious style of travel, therefore, the owner of the business has to target the right market to capture their attentions through the right channels. Teenagers are one of the main target for homestay because they search for new exiting experiences with limited budgets. Although staying in Homestay can be a rough practice for those who addicted to comfort and technology but teenagers tends to interest in the irregular style of living for they are full of energy and interest in trying any new experiences. In addition, homestay is a right destination for family, the location of homestay mostly situated in the rural areas far away from pollution and other social distraction. It is perfect for parents wanting to educate their children about old traditional way of life and teaching them to be more conservative in the modern world. Moreover, In the rural area, people lifestyle still based on agricultures and plain living like the old times. Elder people who nostalgia for the old manners of living would want to participate in homestay to recall their memories of the old times. Unpolluted air and clean water are also good for the old people to rest from their life in the city. Elder people also have more free time because they already retired from work. Therefore, the owner of homestay business should pay attention to this target group as well. Furthermore, another type of homestay customers are travelers who keen on finding knowledge would choose homestay to be their travel destination. It will give tourists a chance to familiarize with local people and to learn directly from them. "These travelers are on a quest of knowledge and cultural exchange as they in search of leisure, rest and relaxation. They are keen to learn about the community they visited" (Master, 2010).

It is important to be aware of the tourist expectations in order to fulfill customer's satisfaction in choice of destination, consumption of products and services as well as the customer loyalty (Kozak&Rimington, 2000). Homestay tourists expected to experiences traditional experiences and local lifestyle which the

Homestay provider need to provide them. If the provider manages to correlate the tourist expectations with their satisfaction, it is expected that the tourist will have positive experiences on their travel (Chon& Olsen, 1991).

The problem for homestay business that the accommodation owners in Amphawa district was facing is that the accommodation did not meet the tourist expectations for instance, dirty room and dirty food, lack of interesting activities to attract the tourists interest. However, the local people do not receive enough revenue from the business because of inadequate customers. The owner does not know how to create marketing strategies to increase their revenue. Using new technology such as online marketing might be solutions to the problem. 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". Consequently, with an appropriate knowledge and guidance from government, the homestay business would become another form of career that would increase income of local people and increase the GDP of the country as a whole.

METHODOLOGY

The aim of this study was to investigate the level of importance of factors that contribute to tourist's decision making in choosing homestay in Amphawa District. In this research, questionnaire method was applied to gain the quantitative data from homestay customers to analyze their needs. The questionnaire was divided into three parts which are Demographic Profile, General information on tourist decision making and Factors affect decision making in choosing homestay.

The samples of this research were 200 tourists in Amphawa District, Samutsongkram province, Thailand, collected from 1st July- 30th October, 2015. The Data were collected from both sexes and various demography to create variation in database. The sample size of 400 respondents was determined by Taro Yamane table with a 0.05 level of significance. However, during July to October, it is considered as low season in Amphawa district and less numbers of tourist travel to the area, therefore only 200 respondents were chosen for this study.

The qualitative data analysis was gathered through questionnaire on customer perception and needs toward homestay as well as customer's satisfaction about services which was analyze in the statistic method and demonstrate the data in percentage and pie charges. The information retrieving from the questionnaires were not various in term of Nationality subsequently there were lots of Thai visitors but not many foreign travelers in Amphawa throughout the research period.

RESULT ANALYSIS

The results of the 200 questionnaires concerning factors affecting tourist's decision making in choosing accommodation in Amphawadistrict were as follows: there were more females (55.5%) travelling to Amphawa than males (44.5%). The majority of the respondents were ages between 25-30 years accounted for 48 % and tourists aged between 46-55 years accounted for 26%. Most of the respondents were Thai (62%).

As for the educational level, 50.5% of the respondents were graduated in a bachelor's degree followed by 28% that were graduated in high school. The marital status showed that 60% of the respondents were single 31.5% were married, and 8.5% were divorced/widowed. In the occupation section, research result found that 40% of the respondents work in the private company, 41.5% run their own business, 10% were

unemployed(students) and 8.5% were in retirement. Most samples had revenue from 10,001-20,000 baths/month which accounted for 33.5%, followed by 22% receive 20,001-30,000 revenue of baths/month.

About the general information on tourist decision making, it was found that 59% of the respondents were repeat tourists and 49% had never travelled to Amphawa before. The tourists travelling with friends were accounted for 39%. There were 31% of tourists who travelled with families or relatives and 22% travelled alone. As for the length of stay, it was found that 25.5% of the respondents stayed for 4-7 nights, followed by 23.5% stay for 8-14 nights and 21% stay for 15-30 nights. Researcher found that 52% of the samples were interested to stay in the homestay, 28.5% would stay in the hotel, and 7% were interested in an apartment. The price of the accommodation that attracts tourists the most were 500 bath/night and 1,001-2000 bath/night which both accounted equally for 35%. Followed by 501-1,000 bath/night which accounted for 14.5%. The result showed that 57% of the respondents got the information about the accommodation in Amphawa through the internet/website, 19.0% recognize the accommodation from friends/words of mouth and 17.5% 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.

CONCLUSION AND RECOMMENDATION

The results revealed that the accommodation location should be near tourist attractions. They also give priority to various room prices selection with correspond with Pupat (2005) explained about the consuming pattern that consumer decision making concerning with marketing mix of 4Ps (product, price, place, and promotion) and other stimulus which cannot be controlled for instance, economic downturn. The research result also revealed that levels of education affected the choice of accommodation as the tourist with higher education concerned about factors that affected their decision making more than those with lower education. Due to the fact that tourists with higher education found out about the information about the accommodation before they actually travelled, the result collide with Sanguonkittipan (2003) theory which stated that decision making were ranges from very simple to the most complicated one. Therefore, a good decision making needed to come from a decision process that could help to generate the most benefits and fewer mistakes. The results also revealed that different income also affected to the choice of accommodation since income was an important factor when travelled. Moreover, the research result found that travelling companion, room types, price of accommodation and method of booking were all factors that affected the decision in choosing accommodation.

1. Conclusion

The result showed that the overall importance levels of factors in choosing accommodation such as physical factors (location, types of room, size of room, cleanliness of room and atmospheres), service factors (service mind, speed of service, communication ability, knowledge about service and adequate staffs), price factors, and booking channel factors were rated very high. These were important factors, which accommodation owners should be focusing on in order to attract more customers.

2. Recommendations

The results showed that majority of travelers who travel in Amphawa district are changing their consuming pattern. The tourists are looking for reasonable lodging price in a good location with a decent service in which lodging information can be retrieve from internet rather than traditional style homestay. Since the result reveal that travelers who travel to Amphawa booked their accommodation through internet, consequently the business owners should have focused more on presenting their products through the websites or social network channel. Moreover, the accommodation owners should pay attention to speed of service that comes from the competent employees with service minded which can serve customers better and influence the customers' satisfaction. Finally, the Internet or Wi-Fi was a very significant decision making

component for the tourists nowadays. A free Wi-Fi in the resident area can attract more tourists to stay in the premise.

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