ACE 2015 International conference
Pattaya, Thailand

1 INTERNATIONAL CONFERENCE

ACTUAL ECONOMY:

LOCAL SOLUTIONS

FOR GLOBAL CHALLENGES

02-03 JULY 2015

PATTAYA, THAILAND

Suan Sunandha Rajabhat University, Bangkok, Thailand

National Academy of Management, Kyiv, Ukraine

International college at Suan Sunandha Rajabhat University, Bangkok, Thailand

Science journal "Actual problems of economy"

Nong Nooch park & resort, Pattaya, Thailand

Suan Sunandha International School of art

Dear ladies and gentleman, participants of International Conference on Actual Economy-2015, academics and scholars, presenters of research centers, educational institutes and business!

First of all, I want to warmly welcome you in Thailand.

Recently Thailand and all countries of AEC faced with economical and social challenges due to political and financial turbulence, some less-predicted consequences of regional economical integration, increasing of transnational business mobility, transformations of international markets mechanisms and patterns.

In the era of globalization, spreading of modern digitized forms of business and public administration, re-evaluation of local resources for global competitiveness and self-sufficiency, an effectiveness of international collaboration in discussing on actual economical issues and challenges, searching for maximum effective solutions of local, regional and global development is timely increasing.

And I would like to express my deep gratitude to Ukrainian National academy of Management, editorial board of scientific journal “Actual economy”, educational institutions of Thailand, Indonesia, Russia, USA, Canada, whose efforts made possible this meeting of scholars and businessmen, interested in effective solution of global economy challenges using local resources of competitiveness and economical, social, cultural and innovative success.

And, of course, I would like to thank all participants for coming here, for their wonderful and useful research submitted during last year. I want to say, that Suan Sunandha Rajabhat University – as a leading public University of Thailand – is very proud to be a host of this significant and important conference.

To each participant I wish success, finding a new colleagues and friends, development of scientific and business contacts, new scientific discoveries that are benefit for society, business and government. And also enjoy your time in the most beautiful and hospitable resort of the most mysterious and smiling country.

Assoc.Prof.Dr.Luedech Girdwichai
President of Suan Sunandha Rajabhat University
Bangkok, Thailand

In today's conditions the world economy transfers from the multilevel system of national economies with strictly identified boundaries of economical interests and kinds of international collaboration to the absolutely complicated mix of transnational business, national states and international organizations whose economical interests actively interact and overlap and even sometimes conflict each other!

Private sector is effectively using the advantages of globalization, and is often the pioneer in creating multilevel markets and complex marketing strategies, thus spreading internal corporative networks outside – onto the levels of of states, foreign customers and competitors.

This shows how important and how significant is international science collaboration, international research and discussions on different issues of actual economic development. Practical experience in economical stimulation, reformation of tax systems, regional integration, governmental support of small business, increasing of national external competitiveness in South-East Asia cannot be overestimated in this context.

Being an educational and science leader in the region of Central and Eastern Europe, and also a highly efficient example of business-government-science collaboration in Ukraine, National Academy of Management is really appreciated to be a co-organizer and information partner of the International conference "Actual economy: local solutions for global challenges", and by this means to be involved in the processes of international science collaboration and innovative ideas' transfer here, in the very heart of this most rapidly developing area of the Earth. From our side, we are ready and we appeal to all interested parties to participate in the establishment and development of collaborations between Ukrainian science and technological potential and Asian economic and business environment. I am personally very confident that this collaboration would prove to be fruitful and definitely has the most bright and significant prospects.

Finally, I would like to welcome all participants of ACE – 2015 with their new science results and findings, ideas and conclusions!

Dr., professor Serhiy Yerokhin
Rector (acting President) of National Academy of Management
Kyiv, Ukraine

Welcome to International Conference *Actual Economy – 2015: local solutions for global challenges*.

As a host and co-organizer of ACE-2015 we tried to make a conference aimed to create a strong platform for academic and educational international collaboration. Sustainable economical development always requires a breaking of any boundaries between scientists, an increasing of international informational and technological exchange, new forms of cross-cultural and transnational collaboration.

Due to this I am very glad to see here, on a hospitable land of Thailand, presenters of dozens countries from three continents. It proves that our activity in a direction of common, global study of patters for effective, competitive and successful economical development is important, is required by society, science and business.

International College at Suan Sunandha Rajabhat University is strongly related with educational and science provision for economical progress of Thailand and AEC. Academics of our college conduct research in areas of economical and social development of Thai tourism, hospitality, restaurant and airline business. We are science partners with Tourism Authority of Thailand, Thailand ministry of sport and tourism, with presenters of Thai and international business such as banks, airlines, and travel operators. Active external collaboration of SSRUIC with educational and research centers of ASEAN, Europe, Australia and USA opens huge prospects of international science collaboration and science exchange under the patronage of our respected co-organizer International Science journal “Actual problems of economy” that is a powerful basement for hundreds or researchers from all over the world collaboration and interactions.

Furthermore, for making our conference work more effective and memorable, we tried to provide a maximum comfortable conditions for all our delegates. We hope rooms and facilities of Nong-Nooch resort and spa hotel, our special lunches and gala-dinner and also organized trips will deliver to our participants an exclusive experience in the Land of Smile. Therefore, I hope that the ACE 2015 will achieve all set objectives to provide our delegates with education, networking, leadership enhancement and a sweet memories.

Asst.Prof.Dr. Krongthong Khairiree
Director of International college at Suan Sunandha Rajabhat University, Bangkok, Thailand

Dear friends and colleagues!

Thank you for attending the First International conference *Actual Economy – 2015: local solutions for global challenges*. This conference brings together initiatives and practical cooperation through interdisciplinary studies, to contribute to strengthening the national and global economy.

The characteristic of the economy in our era is change at the speed of light, which led us to the consensus that experts from many countries and many different disciplines must meet and discuss the phenomena, and then suggest solutions. We should be able to delve deeper by discussing problems across different disciplines as widely as possible, and thus grasping more profound solutions and suggestions.

The motivation for this conference is to help one's country through offering individual expertise and point of view based on one's individual discipline. As we gather from many different countries and many different disciplines, I believe that we should be able to expand the scope of our efforts and must aim at more challenging global contributions. I hope all the participants of this conference will enjoy and get opportunities to enhance relationships of knowledge exchange. I would like to extend my sincere gratitude to the organizing committee, and especially to my Thai colleagues for the opportunity to be a keynote speaker in the First *ACE – 2015*, and to be involved in the process of new international tradition formation!

Assoc.Professor, Dr.Sergey Ivanov,
University of the District of Columbia,
Washington, DC, USA

Welcome to the first International Conference *Actual Economy: Local solutions for global challenges (ACE) – 2015* being held in amazing Nong Nooch Park & Resort, Pattaya, on 02-03 July 2015! The conference has attracted great interest from the delegates worldwide, and we are lucky to have the representatives from so many countries submitting papers and attending our event.

Here we have delegates from Canada, the United States of America, China, Indonesia, Russia, Ukraine, and Thailand. We received over 100 abstracts and full papers and this is the univocal testament to the importance of research on truly actual economic problems and the growing demand for identification of local sources for global cooperation and world development.

The papers, approved, included in the proceedings and presented during the conference cover quite a wide range of topics, including national economies' development in the context of globalization and integration; multinational business development and global competitiveness; world trade and world markets dynamics; government spending and public regulation; business and society collaboration; labor markets development dynamics and so on.

Despite the fact that this is our first joint attempt to organize International conference here, in Thailand, in collaboration with Suan Sunandha Rajabhat University, we hope we managed to provide an effective research platform for all the delegates to share concepts, methodologies, and research findings with peers, editors, and practitioners to improve the quality of their research and to help them successfully submit papers to our ranked and refereed journal – "*Actual Problems of Economics*".

I would like to thank all those anonymous reviewers who helped to review the full papers, and I would also like to thank to my Thailand colleagues in the Conference Organizing Committee members for their highly productive work on paper management and event organization.

I hope that you enjoy the conference and also famous Thai hospitality and I trust that you will find the conference an interesting and rewarding experience.

Darina Prokhorova,
Executive Editor, "Actual Problems of Economics"
Kyiv, Ukraine

Warm greetings from *ACE – 2015* organizing committee!

As a coordinator of our International conference organization I tried to do everything for making this year conference the best one! We spent many hours for choosing the place; we spent a lot of cups of coffee during discussions with Nong Nooch park & resort team; we spent a lot of fuel for driving in Pattaya from Bangkok every weekend; finally we lost few kilograms after training a Thai welcoming dance! Hope, all these spent were not useless. And our conference will be very successful, productive and important for society, science and business.

I am glad to note, that a number of ACE - 2015 participant is non-expected high! Geography of *ACE – 2015* is covered three continents! I am proud to welcome our participants from Europe, America and Asia!

Enjoy Thai hospitality and nature, Siam gulf and white sands, local food and massage! Don't forget to meet a sunrise on the beach! To ride horse or elephant! To eat somtam and phadthai! And to get new knowledge, new ideas and new friends from *ACE - 2015*!!!

Dr. Denis Ushakov
Head of International Business program,
International college at Suan Sunandha Rajabhat University,
Bangkok, Thailand

PROGRAM
of the First International Conference
"ACTUAL ECONOMY:
LOCAL SOLUTIONS FOR GLOBAL CHALLENGES – ACE 2015"

2 July 2015 (Day 1)

Time and place	Activity	Remarks
08.00	Participants registration	Open terrace before function rooms
09.00	Opening ceremony	Sunandha hall 1. Welcome speeches of: - *Asst.Prof.Dr. Krongthong Khairiree, Director of International college at Suan Sunandha Rajabhat University,Bangkok, Thailand;* - *Assoc.Professor, Dr.Sergey Ivanov, University of the District of Columbia,Washington, DC, USA;* - *Darina Prokhorova, Executive Editor, "Actual Problems of Economics", Kyiv, Ukraine*; - *Anton Mulyono Azis, Head of magister Management program, STIE Ekuitas, Bandung, Indonesia)* 2. Thai cultural show
10.15	Photo-session	Sunandha hall
10.30	Coffee – break	Open terrace before function rooms
10.40	Key-note speech 1	**Factors Smaller Countries Must Consider for Wealth and Prosperity: Size, Innovation, Tradition, Culture, Fear, Stupidity, and Decision-making in the 21st Century** *(Assoc.Professor, Dr.Sergey Ivanov, University of the District of Columbia,Washington, DC, USA)*
11.30	Key-note speech 2	**Performance management systems in Increasing Business School Global Competitiveness** *(Dr. Anton Mulyono Azis, Head of magister Management program, STIE Ekuitas, Bandung, Indonesia)*
12.30	Lunch	Restaurant

13.30	Session 1.1	Sunandha hall Session chairman: *Assoc.Professor, Dr.Sergey Ivanov, University of the District of Columbia,Washington, DC, USA*
	Session 1.2	Suan hall. Session chairman: *Dr. Anton Mulyono Azis, Head of magister Management program, STIE Ekuitas, Bandung, Indonesia)*
15.00	Coffee – break	Open terrace before function rooms
15.15	Session 2.1	Sunandha hall Session chairman: *Darina Prokhorova, Executive Editor, "Actual Problems of Economics", Kyiv, Ukraine*
	Session 2.2	Suan hall. Session chairman: *Dr. Raeni Dwi Santy, University of Computer, Bandung, Indonesia*
16.30	Free – time	Free walking tour over Nong-Nooch park
18.30	Gala – dinner	Sunandha hall 1. Congratulatory addresses by team of SSRUIC, Nong-Nooch park & resort 2. Rewarding ceremony: "Outstanding research and findings", "Outstanding presentation" and Special award from National Academy of Management, Ukraine 3. Signing of MOU between Suan Sunandha Rajabhat University and Equitas school of business (Bandung, Indonesia) 4. Thai cultural show 5. Dinner and firework

3 July 2015 (Day 2)

Time and place	Activity	Remarks
09.00	Workshop	**"How to make your paper guaranteed accepted for publication in high-ranked scientific journal?"** By *Darina Prokhorova, Executive Editor, "Actual Problems of Economics", Kyiv, Ukraine*
10.00	Coffee-break	Open terrace before function rooms
10.15	Session 3.1	Sunandha hall. Session chairman: *Dr. Siriwan Saksiriruthai, International college, Suan Sunandha Rajabhat University, Bangkok, Thailand*
	Session 3.2	Suan hall Session chairman: *Dr. Raweewan Proyrungroj, Head of Tourism Management program, International College, Suan Sunandha Rajabhat University,*
12.30	Lunch	Restaurant
13.30	Meetings and discussions	Sunandha hall.
15.00	Closing of the conference	
	Tours for participants	Tours will be offered for participants Tours are not included in a conference fee

Sessions list

Session 1.1 **Innovations, business, media in global process of creative economy formation**			
Session chairman: *Assoc.Professor, Dr.Sergey Ivanov, University of the District of Columbia,Washington, DC, USA*			
02 July, 2015		13.10 @ Sunandha hall	
1	13.10 – 13.30	Sergey Ivanov *(University of the District of Columbia, USA)*	Managerial conditions and corporative organizational structures as factors of innovative progress
2	13.30 – 13.50	Puteri Andika Sari *(STIE Ekuitas, Bandung, Indonesia)*	Indonesian SMEs Readiness for ASEAN Economic Community
3	13.50 – 14.20	Thirathep Chonmaitree *(Suan Sunandha International School of Art Suan Sunandha Rajabhat University, Bangkok, Thailand)*	How to effectively stimulate Creative Economic growth through Mobile Creative Media Content
4	14.20 – 14.40	Denis Ushakov *(International College, Suan Sunandha Rajabhat University, Bangkok, Thailand)*	Innovative climate development as a factor for national economy progress (the case of Thailand)
5	14.40 – 15.00	Ayi Tejaningrum, Maya Irjayanti *(STIE Ekuitas, Bandung, Indonesia)*	Quality culture model for SMEs

Session 1.2

Modern markets development: issues on industrial progress and interaction

Session chairman: *Dr. Anton Mulyono Azis, Head of magister Management program, STIE Ekuitas, Bandung, Indonesia)*

02 July, 2015		13.10 @ Suan hall	
1	13.10 – 13.30	Piriya Pholphirul *(ICO NIDA, Bangkok Thailand)*	Factor Determinants of Fortune Teller Market in Thailand
2	13.30 – 13.45	Ekaterina Andreeva *(Rostov State Transport University, Rostov, Russia)*	Services industry's development as a priority of national post-industrial modernization
3	13.45 – 14.05	Herry Achmad Buschory *(Ekuitas Economics School, Bandung, Indonesia)*	Determinants of banking profitability in Indonesian regional development bank
4	14.05 – 14.25	Nalin Simasathiansophon *(International College, Suan Sunandha Rajabhat University, Bangkok, Thailand)*	Transnationalization as a trend of modern international tourism development
5	14.25 – 14.45	Kannapat Kankaew *(International College, Suan Sunandha Rajabhat University, Bangkok, Thailand)*	Thai Airways International: The World economy Crisis Resolutions
6	14.45 – 15.00	Mohamed Darma R. Khairiree *(International College, Suan Sunandha Rajabhat University, Bangkok, Thailand)*	ASEAN Integration Process of South East Asia: an ASEAN Economic Cooperation Study

Session 2.1 **Marketing: local instruments of global strategies**			
Session chairman: *Dr. Raeni Dwi Santy, University of Computer, Bandung, Indonesia*			
02 July, 2015		15.15 @ Sunandha hall	
1	15.15 – 15.35	Kevin Wongleedee *(International College, Suan Sunandha Rajabhat University, Bangkok, Thailand)*	Customers' satisfaction as a factor for airlines loyalty programs development (the case of Thai airways - domestic)
2	15.35 – 15.55	*Raeni Dwi Santy,S.E., (University of Computer Indonesia)* *Refi Mayasari Buhari, (Open University, Indonesia)*	The effect of midnight sale promotion strategy on purchase decision (Survey on Big Malls in Bandung city)
3	15.55 – 16. 15	Siripen Yiamjanya *(International College, Suan Sunandha Rajabhat University, Bangkok, Thailand)*	Marketing Factors in Museum Economy: A Case Study of Saisuddha Nobhadol Museum, Bangkok, Thailand
4	16.15 – 16. 35	Nuntana Ladplee *(International College, Suan Sunandha Rajabhat University, Bangkok, Thailand)*	Factors Contributing to the Success of Customer Relationship Management: A Case Study of Hotels in Bangkok, Thailand
5	16.35 – 17.00	Bavornluck Kuosuwan *(International College, Suan Sunandha Rajabhat University, Bangkok, Thailand)*	Important Market Factors Influencing Domestic Passengers' Decision to Patronage Thai Airlines

Session 2.2

Human and educational sources for modern economy progress

Session chairman: *Darina Prokhorova, Executive Editor, "Actual Problems of Economics", Kyiv, Ukraine*

02 July, 2015		15.15 @ Suan hall	
1	15.15 – 15.35	Oleg Patlasov *(Omsk Humanitarian Academy, Omsk, Russia)*	Practical HRM challenges for science theories of labor economy, marketing of personnel; and human resource management
2	15.35 – 15.55	Pungpond Rukumnuaykit *(College of Population Studies, Chulalongkorn University, Thailand)*	Does variation in school budgets matter for students' performance? An empirical investigation from Thailand
3	15.55 – 16. 15	Mahachai Sattayathamrongthian, Yingsak Vanpetch *(International College, Suan Sunandha Rajabhat University)*	Expedition Mode of Myanmar worker in Thailand: Case Study of Myanmar Workers in Samut Sakhon
4	16.15 – 16. 35	Siriwan Saksiriruthai, *(International College, Suan Sunandha Rajabhat University, Bangkok, Thailand)*	Impact of Extra Income on Leisure: A Theoretical Foundation
5	16.35 – 17.00	Sergei Tyaglov, Victoria Cheremina *(Rostov State University of economy)* Ekaterina Garibova *(Rostove State Transport University)*	Cooperation of government agencies, enterprises and educational structures: regional features and prospects of integration

Session 3.1 **Modernizing of Educational process: directions and instruments**			
Session chairman: *Dr. Siriwan Saksiriruthai, International college, Suan Sunandha Rajabhat University, Bangkok, Thailand*			
03 July, 2015		10.15 @ Sunandha hall	
1	10.15 – 10.35	Panisa Panyalert, *(International College, Suan Sunandha Rajabhat University, Bangkok, Thailand)*	A Comparison of Using English Language in Homestay Business between Samut Songkram, Thailand and Yangzhou, China
2	10.35 – 10.55	Kanyapilai Kunchornsirimongkon *(International College, Suan Sunandha Rajabhat University, Bangkok, Thailand)*	Enhancing Basic English Writing Skill from experiences out of the class room: A case of 1st year Airline Business student, Suan Sunandha Rajabhat University
3	10.55 – 11.15	Rojanard Waramontri *(International College, Suan Sunandha Rajabhat University, Bangkok, Thailand)*	A Study of Personality Improvement and Grooming towards SSRUIC Airline Business Students
4	11.15 – 11.35	Taksina Bunbut *(International College, Suan Sunandha Rajabhat University, Bangkok, Thailand)*	Architectural Conservation Practice at "Mr. Louis T. Leonowens's House and Office Building in Lampang"
5	11.35 – 12.00	Cherif Haberih *(International College, Suan Sunandha Rajabhat University, Bangkok, Thailand)*	A study of online monitoring for tourists' motivation, perception and behavior
6	12.00 – 12.30	Janchai Yingprayoon *(International College, Suan Sunandha Rajabhat University, Bangkok, Thailand)*, Alexander Fishman , Andrey Skvortsov *(Kazan Federal University, Kazan, Russia)*	Development of a new Interactive Book for the Global Changes

Session 3.2

Social and cultural issues on ASEAN service industries development

Session chairman: *Dr. Raweewan Proyrungroj, Head of Tourism Management program, International College, Suan Sunandha Rajabhat University,*

03 July, 2015		10.15 @ Suan hall	
1	10.15 – 10.35	Kanamon Suwantada *(International College, Suan Sunandha Rajabhat University, Bangkok, Thailand)*	Factors affecting to foreign tourists in choosing accommodation in Pattaya City
2	10.35 – 10.55	Asst. Prof. Dr. Watcharin Intaprom, Dr. Wanida Chaemlamjiek, Panlayamon Sinnang, Rawikarn Amnuay, Tran Thi Bich Thao	The People's Participation in Local Development: A Comparative Study Between Thailand and Vietnam
3	10.55 – 11.15	Kamonluk Phophan, *(Faculty of Humanities and Social Sciences, Suan Sunandha Rajabhat University, Bangkok, Thailand)*	Investigating Thai tourists' expectation and perception on cultural-based tourism in old Phuket town
4	11.15 – 11.35	James T. Whitaker *(International College, Suan Sunandha Rajabhat University, Bangkok, Thailand)*	Coffee consumption at Starbucks: tastes and preferences in Bangkok
5	11.35 – 12.00	Dr. Raweewan Proyrungroj *(International College, Suan Sunandha Rajabhat University, Bangkok, Thailand)*	Orphan volunteer tourism – is it a better way for the orphans?
6	12.00- 12.15	Watcharawish Permsinphantong *(Faculty of arts, Suan Sunandha Rajabhat University, Bangkok, Thailand)*	Thai tourists' attitudes and information exposure behaviors toward service of boutique hotels: case study in Sukhumvit areas
7	12.15 – 12.30	Aticha Kwaengsopha *(International College, Suan Sunandha Rajabhat University, Bangkok, Thailand)*	The Thai restaurant owner, with ability and need of food styling skills that needs knowledge for adding more value in Bangkok

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chapter 1
Innovations, business, media in global process of creative economy formation

Managerial conditions and corporative organizational structures as factors of innovative progress

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ABSTRACT

In this paper, I am exposing myths that seem to prevail in modern management. I present an argument and problem that innovation is impossible in a hierarchical organization, uncovering one of the myths of management that it is possible to innovate within the bureaucracy (managerial hierarchy). I discuss the main functions of the organization, and conditions for innovation, building largely on the management theories put forth by W. Edwards Deming and Elliott Jaques. I then put forth a thesis of the necessary requirements for innovation to occur in the workplace, within the modern hierarchical organization, and support this thesis with empirical evidence from the field studies that I have conducted.

Keywords: innovation, managerial organization, feararchy, W. Edwards Deming, Elliott Jaques, bureaucracy, managerial hierarchy, organizational conditions for innovation

1. Introduction

Innovation is not possible in all hierarchical organizations (managerial hierarchy). It is a paradox of the modern organization, corporation and government. Most work today is aggregated and conducted through employment roles in managerial hierarchies. Innovation in this structure impossible, while for the corporation to succeed, it must innovate. All organizations have two and only two basic fundamental functions: innovate (new products and services), and improve (current products and services)

If the organization cannot innovate, overtime, it will cease to exist. This includes all product-bases organizations, as well as services, including government, education, and military. While innovating and creating new useful products and services, a corporation must improve its current products and services to continuously enhance quality (Deming 1992), while freeing and shifting resources from gains in quality, and thus, lowering costs of improved processes, products, and services, to innovation.

Thus, any organization must work collaboratively at every level of the organization to produce current great products and services, and invent new products and services (and jobs and more jobs). Therefore, any organization, such as state, government, corporation, university, or military to survive and be relevant must innovate as never before, and put concerted efforts into long-term, collaborative, purposeful, and intelligent new ideas at every level of the organization.

2. Basic conditions for innovations

Innovation does not happen in a vacuum. The organizational system (or the individual person innovating) must adhere to the five basic conditions for innovation. The organization (or

the person) must be in what I call inspired state, enabled dialogue, mastery of the subject, equality in human relationships, and have respect for people.

- *Inspired state.* No innovation can occur unless the organization and/or the person is in the inspired state. The opposite of the inspired state is depression. No innovation can come out of the prolonged depressed state of the organization or the person. Depression limits the amount of energy, focus, belief in self, and often leads to self-destruction (marasmus). Harvey writes that anaclitic depression, often leading to marasmus, a state of wasting away, in babies, people, and organizations is a terrible way to do business postulated on people by outside systems, such as grading and working alone in schools (Harvey 1984), layoffs, firings, and competition in corporate systems (Harvey 1988). Deming, similarly, discourages competition in organizations (Deming 1992). Competition, working alone, and insecurity in organizations all lead to depression in adults (employees) and a depressed organizational state. Lynch (Lynch 1978, 2010) relates these human and organizational conditions to serious long-term medical consequences to people. No person or organization can survive long-term in a depressed state. Low motivation, fear, loneliness, lack of support, fear, stagnation, and risk avoidance is some characteristics of this condition.

- *Dialogue*. Most organizations today do not talk or engage in an open and candid conversation. Milgram's study (Milgram 1974) poignantly demonstrates the administrative state of the organization as the dominant paradigm in which people submit to authority bypassing their moral and intellectual judgment. In the managerial hierarchy, anything goes as the boss says, irrespective whether it makes sense or is destructive to the organization. Dixon (Dixon 1976) calls this phenomenon the authoritarian personality of leaders. Harvey (Harvey 1988) says that open communications are funda-mental to good business, while Lynch (Lynch 1978, 2000) relates inability to hold a dialogue to a medical disease with illness-consequences to people. Furthermore, no one can develop a new idea on his or her own.

- *Mastery*. Deming argued that mastering of a field is of paramount importance for achievement (Deming 1992). Kaku (Kaku 2011) claims that in order to innovate and come up with new technologies a scientist must fully understand the laws of nature. To innovate one must be a master-expert of the field to see the present field limitations and problems to resolve them in a fundamentally different way. There are very few true masters in organizations today; this paradox (low level of work) is explained later in the paper.

- *Equality*. No boss can order subordinates to innovate. The managers can order, but the subordinates unlikely can come up with a grand-idea that could fundamentally shift the entire organizational paradigm. Peer-scholars in science, or partners in an enterprise can have spirited debates, but such discussions would unlikely occur between the manager and his/her subordinates. Milgram's agentic state prevents such equal conversations (Milgram 1974).

- *Respect.* Collegial respect is another necessary ingredient for innovation. Once someone comes up with a crazy idea, respect between colleagues enables a serious outlook towards this idea. Without collegial respect, any new suggestion would easily be dismissed or laughed upon, which will diminish the new ideas in the organization's future. The modern organization has no respect for people in its current setting.

3. Basic organization types: associations and hierarchies

There are two and only two basic organization types: associations and managerial hierarchies. Jaques (Jaques 1996) was one of the first management theorists making this important distinction between these types as a major influencer of behavior. Chandler (Chandler 1977, 1980) goes even further arguing that the managerial hierarchy is an invention of the Industrial Age, having never existed before in the history of the civilization.

- Association is a member-based organization. Some examples of associations are: partnership, club membership, family. The fundamental principle of the association is that it is member-based, and all members are equal within the association. For example, husband does not work for the wife, nor wife for the husband. Associations often elect a governing board, if the association becomes large in size. All businesses, until 1840s-1850s, were run and organized as associations (Chandler 1977, 1980).

- Managerial hierarchy is a recent invention of the industrial development, created by the association. For example, a family or partners can elect a board, and hire employees. It is in the hierarchical organization, in which free citizens are hired as employees for salary and benefits are to be subordinated to a manager. The general properties of managerial hierarchies are not conducive to innovation, as my findings show.

4. Hierarchies and innovation: debunking management myths

The major fact of all managerial hierarchies is inequality. In any managerial hierarchy, there is an overall ranking of employees, who works for whom, consisting of higher-ups, managers, and subordinates. Conducting organizational studies, I have also collected data illuminating the following characteristics defining present managerial hierarchies: fear, internal competition, insecurity, lowest adult level of work, depression. Under such strenuous conditions, innovation is impossible.

4.1. Fear: feararchy. Most modern hierarchical organizations are paralyzed with internal fear. I call this state of the organization, feararchy. Feararchy occurs when internal organizational fear is present. I have not been able to determine at which percent level it paralyzes the organization.

4.2. Internal competition, insecurity. Deming writes about the brutal internal competition in the modern organization (in particular, about annual performance evaluations), calling it “management by fear”: “It nourishes short-term performance, annihilates long-term planning, builds fear, demolished teamwork, nourishes rivalry and politics” (Deming 1992: 102). It leaves people bitter, crushed, bruised, battered, desolate, despondent, dejected, feeling inferior, some even depressed, unfit for work for weeks after receipt of rating, unable to comprehend why they are inferior. It is unfair, as it ascribes to the people in a group differences that may be totally caused by the system that they work in.

4.3. Lowest adult level of work Jaques (Jaques 1976, 1989, 1994, 2002) discovered adult work-complexity levels in organizations. The lowest level of work is stratum 1, in which tasks have the longest duration (timespan) between 1 day to 3 months. An example of such a task would be to prepare a PowerPoint presentation for a meeting within one week. The even lower level of work, which I call stratum 0,is reserved for adult employees with a mental disability, preventing these people from focusing for longer than a few hours. The highest adult level of work within the corporate environment is level 8, in which, often the CEO of a large super-

corporation, contemplates the business strategy and a whole set of new markets, products, customers, companies and business units generations ahead. The even higher work complexity, at levels 9 and above, is precipitated by a genius, working on advanced scientific or societal problems generations ahead; such work is typically not found within the corporate organizational entities.

4.4. Depression. People here don't even talk to each other. A symptom of depression is withdrawing from others. My studies show that people in organizations do not talk, especially at the top. They may act like they are talking, but there is no open and honest dialogue at any level of the organization. At the C-level meeting, the participants are terrified of the CEO, who him- or herself is terrified of being exposed, often for incompetence.

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Indonesian SMEs readiness for ASEAN economic community

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ABSTRACT

Indonesian Small Medium Enterprises (SMEs) still have many limitations and weaknesses causing it difficult in facing global market competition such as ASEAN Economic Community (AEC) especially for its demands, whereas AEC are significantly become an opportunity for Indonesia to accelerate economic growth, supported by Indonesian strenghts especially in its productive population and natural resources. This study aims to conduct a preliminary assessment of the readiness of Indonesian SMEs and identify potential economic barriers and opportunities. The result obtained from the Index Performance Analysis proved three level of classification are identifed to become SMEs priority that influence their productivity in facing global market. These findings are significantly important to make SMEs more aware when they intend to enter global market.

Keywords: Indonesian SMEs, preliminary assessment, performance analysis, economic barriers and opportunities

1. Introduction

Ministry of Cooperatives and Small Medium Enterprises(SMEs) stated that a significant contribution to the economic development of Indonesia was generated from SMEs. Until2012, the contribution of SMEs to Gross Domestic Product (GDP) reached morethan50%, furthermore, SMEs successful in helping the government address the problem of unemployment in Indonesia, which morethan95% of Indonesian migrant workers working in SME sector. Even for the coming years, the government relies on SMEs to reduce poverty, especially in 2013 when Indonesia had a poverty gap index rose from 1.75% to 1.89%. Then the poverty severity index rose from 0.43% to 0.48% (Indonesian Statistical Center, 2014).Currently, there are 56 million SMEs in Indonesia that are able to provide employment to 15 million people annually. The rapid development of SMEs in Indonesia, has succeeded in fostering economic growth quite high, it reach 6% per year, and slowly increase especially after the economic crisis in 1998. Nowadays, SMEs become the foundation of Indonesian economy.

Despite having essential role for Indonesian economy, SMEs faced many barriers and weaknesses that may make it difficult to face global trade competition such as ASEAN Economic Community (AEC), especially for its demand and quality standard. On the other side, AEC is actually an opportunity for Indonesia to accelerate economic growth because Indonesia is a country with large population supported by abundant natural resources. Indonesia has potential market share, as well as a producer for various SME products to supply many countries. Thus, AEC supposed to bean opportunity and a challenge for Indonesia to develop its SME and contribute to Indonesia economically.

In addition, one factor that should be prepared by SMEs is their readiness to face global competing, since many foreign investor invest their business in Indonesia with rapid number. Although the Indonesian government, has created various programs to strengthen Indonesian

SMEs, many SMEs are not yet optimally manage their business. Based on data from Wholesale Private Banking in Indonesia, from total SMEs, only 36% who already have bank accounts. This one indicator shows a lack of access Indonesian SMEs to business financing scheme. Most Indonesian SMEs still rely on personal and family capital to maintain business continuity, whereas, by taking the opportunity through partnering with banks, will accelerate their business development into global market. Furthermore, weak governance of SMEs financial management, causing a significant loss for their internal management, because there will be potential failure in accurate calculating on how much net income from their business. As a result, many Indonesian SMEs are taxed based on the turnover of the business. With these challenges, SMEs are required to pay more attention to the quality and competitiveness so that they will be able to win international competition.

The purpose of this study is to measure the extent of SMEs readiness addressing the challenges of AEC, and identify factors that become current weakness of Indonesian SMEs in competing global market.

2. Literature review

In order to meet the challenges of global markets, entrepreneurs must cultivate the vision of going global in managing its business in order to direct its steps towards achieving international quality standards (Yu, 2012). Meanwhile, a successful business starts from the personality of the person in charge who supposed to manage ideas into concrete action (Pitts, 2008). To maximize business potency, an entrepreneur must take the business as a challenge that makes enthusiastic for the person who run it, therefore, it would be appropriate if the business is started from a personal interest or individual hobby (Kropp., et al, 2008).

Responding to the challenges in the global market definitely could not be separated from the various constraints faced. Nowadays, one of the main obstacles faced by SMEs Indonesia is high competition and difficulty in access to business financing (Irjayanti and Azis, 2012). However, an entrepreneur should focus on the main purpose achieved rather than questioning small obstacles that appear in each activity when they try to build or develop a business. The person also has to build great mentoring relationships with other entrepreneurs who have the ability to look at certain situations with variety of perspectives. Vision will be closely linked to the individual decisions. Especially when they prepare to the global market, therefore, the entrepreneur who aim to win the global market competition should start to think globally(Yu, 2012). Furthermore, skill factor also affect the business performance, thus, the entrepreneur must undertake continuous learning to develop new knowledge, approach, and ability ((Schalenkamp and Smith, 2008); (Jones and Holt, 2008)).

Additionally, knowledge is also a major capital an entrepreneurs when they intend to start a business (Huovinen and Tihula, 2008). Knowledge can be acquired through experience, thus, entrepreneurs are not only able to master the products but also has a good managerial skills to support their business continuity ((Omerzel and Antoncic, 2008);(Jin,, et al, 2010);(Huovinen and Tihula, 2008);(Pitts, 2008);(Kropp., et al, 2008)).

The critical success factors (CSF) were collected from previous literature studies are considerably as indicator used for questionnaire's questions as a foundation of this preliminary assessment.

This research was conducted based on several stages. Firstly, all information was collected related to the SMEs conditions for global market vision. Secondly, various factors were examined especially those indicators that identified as a cause of SMEs failure in competition. This research focused at the critical factors that play significant role for SMEs successful. Through factor analysis, this research mapped the position of SMEs nowadays, and gave an overview of readiness, weakness, and solutions required to anticipate the potential barriers faced.

Each indicator was designed and accompanied by its measurement's standard, then will be documented within observation reports and questionnaires. To succeed this system requires strong commitment of SMEs managers to set certain standards that must fulfilled in order to achieve its global market vision.

3. Key Results

Using Important Performance Analysis method, the data analyzed was derived from respondents' questioner, supported by qualitative data through interview and observations. The results of respondents show the degree of expectation to reality for their business critical success factors that showed certain score levels. Following table summing up the description related to the expectation and reality within SMEs.

Table 1. **Degree Level of Reality and Expectation Based on Respondents**

Item No	Indicators	Reality	Expectation	RE Ratio
1.	Business Character	174	174	100,00%
2.	Global vision	159	175	90,86%
3.	Discipline	179	199	89,95%
4.	Continuous learning	177	197	89,85%
5.	Skill	178	189	94,18%
6.	Internal management	170	192	88,54%
7.	Supply chain	140	181	77,35%
8.	Opportunity	171	190	90,00%
9.	Strong business capital	156	158	98,73%
10.	Good internal communication	182	191	95,29%
11.	Information and technology adopted	167	181	92,27%
12.	Knowledge	179	182	98,35%
13.	Customer satisfaction	187	200	93,50%
14.	Relevantexperiences	175	178	98,31%
15.	Innovation	171	186	91,94%
16.	Business ethic	168	180	93,33%
17.	Proper marketing strategy	172	191	90,05%

The assessment result in variety of level between expectation and reality. Based on tabel offrequency distribution results the inconsistency level between reality and expectation of SMEs critical success factors. The highest level of assessment was business character, which respondents agreed that the business character became priority for them, as well as, the reality that successfully achieved by their business. Meanwhile, the rest indicators show gap in variety of degree level. Despite major indicators achieved more than 90% of consistency between the expectation and reality, these facts showed that there are still many SMEs failed to fulfill those critical indicators for their successful business.

Several indicators that show significant gap (below 90% of assessment) including discipline behavior, lack of continuous learning for relevant business, internal management process, and their management in supply chain.The highest gap was found in supply chain management, which through deep interview was identified that the SMEs felt no worried about their supply chain for the future even though they thought it was significant factor for their business operation. During their operation, they still maintain a good relationship with their supplier whether they able to accommodate their long term business or not.

4. Conclusions and direction

Based on the results identified, Indonesian SMEs current weaknesses emphasize especially in global competing include insufficient internal business management, lack of global vision, inadequate supply chain management, lack of financial access, use conventional method in their business rather than adopt advance information and communication technology, ignoring ethics in business, and finally, lack of relevance knowledge related to the business.

In the future, this research will expand the weaknesses into the potential solution that government may contribute. Thus, this research provides the solution needed effectively by SMEs according to their main problem in competing global market. Because of national economy is strongly related to the successful SMEs within the country as a potential incoming.

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How to effectively stimulate Creative Economic growth through Mobile Creative Media Content

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ABSTRACT

Creative Economy had been discussed in Thailand ever since previous government. There are so many factors involved in growth of creative economy. The industry itself increases its creative supplied in almost double. As a part of ASEAN community, penetrating into ASEAN economy may require different factors in cultivating creative industry toward multiple nations and believes. ASEAN cultures are rich and strong in believing system that had been subdued for many years. Creating balance in rich culture using creative media can be a tough sector to fight for growth.

Thailand houses many different significant elements in creative industry. Bangkok has turned into major distribution of so many creative technologies, mobile phone, among many others. The growth in mobile usage in Thailand has increased the Internet usage dramatically as the source of information consumption. The problem seems to be the growth of creative economy in the process or creative itself. Channel of expression might be the only usage of creative industry within the group of users. One growing market in creative industry is mobile content in so many aspect.

This article will explore and debate the issue of mobile content with the new digital content law that might control and cover different aspect of how to deliver content effectively. Inappropriate content may be covered in the law and how creators can deliver an effective content to the right people. Aspect of content marketing toward digital economy and the creation of creative content will be explored to foresee the impact of the creative content toward creative economy in Thailand.

Keywords: Creative Economy, Creative Media, New Media, Animation, Creative Industry, Mobile Media

1. Introduction

Creative economy has been growing ever since it was introduced by one Prime Minister. The definition of creativity by Oxford Dictionary Online said that "creativity is "the use of imagination or original ideas to create something" (Oxford Dictionaries, Language matter, 2015). California State University at Northridge based on the book by Robert E. Franken defined creativity as "the tendency to generate or recognize ideas, alternatives, or possibilities that may be useful in solving problems, communicating with others, and entertaining ourselves and others." (Franken, 1993). In the economic aspect, many product especially software product, artistic and graphical product, such as animation, cartoon, movie and infographic can be counted as creative product that circulated within current economy.

These creative product lend themselves to the highly economic growth within Thailand and global economy. The value of economic impact in producing artistic media content has been greatly driven the investment flow of funding from inside and outside of the country. Especially outside, in the country such as Thailand, a good location to shoot a film might be able to boost the economic value of the location by double. The baby boom of tourism economic based on the movie shooting location can increase revenue by up to three times its worth at the low season point. In the UK for example, "The production sub-sector is the largest source of economic contribution in the film sector" (Olsberg-SPI and Nordicity, 2015).

In animation and software industries, where the growth of creative aspect of the production life cycle has increased the demand to work on a specific specialty. The drive to digitize all the system work flow in the government office has increase the demand in specific skill of human capital toward the increase of work demand. In some profession, the supply is so limited that outsourcing business kicking in high gear to boost the business. At the same time, Thai human capital who has extraordinary ability in something worth in abroad economy has been bought to work abroad with the attractive salary. Developing software or design one required artistic ability to think clearly and thoroughly within the system and human needs. The artistic elements has been used to additionally create user-friendly environment toward serious working atmosphere. Animation production, on the other hands, was created in pretty much the same work flow as software but in the much artistic way of three steps process – pre-production, production and post production. Combining software development process and animation process creates game development industry which increases in growth revenue rapidly. Game industry is still growing strong in the creative economy even across ASEAN and Western World through the Internet that connects the world. Creative Industry actually embarked on revenues from other industries' production indirectly (Kenan Institute Asia, 2009).

2. Purpose

This paper aims to explore mobile creative media content development in 3 sectors – software, animation and game industries. The increase in revenue for mobile companies aims its development of software and entertainment content toward mobile device rather than personal computer. On the opposite attract, personal computer has decreased in its sale for the past 3 years. The booming economy in electronic device has been pointing at pad and mobile device more. Creative industry over software, animation and game has also increased follow the demand of the user of ever increasing smart phone sale. The impact has sustain the whole economy and expect to be the main part of growing in GDP. In 2009, Niracharapa stated in her

paper that software, animation and game industry were still struggled to grow with some key problems, such as human capital skill, financial support from outside (Tongdhamachart, 2009).

This article intends to show and indicate the following:-

- Explore the current creative mobile media content situation
- Investigate the demand in the hardware in order to predict the demand growth in the future
- Predict the growth of creative economy market over the mobile media content
- Recommend each individual in handling the creative economy market situation in the future on what to expect and what to prepare for

3. Main focus

With the expansion of Thailand Creative economy in mind, ideally the focus of this article attempt to emphasize on the growth of creative media economy toward mobile ever-growing market in Thailand. The particular focus is on Creative media content on Mobile device. In 2010, the report from McKinsey and Company said that "310 million+ mobile devices used to access the Internet in 30 aspiring countries out of 800 million worldwide" (Nottebohm, 2012). The demand is still always high and the supply is always growing in brand and marketing strategy in which the growing of creative mobile content has rapidly interest and challenge Thailand and ASEAN economy. ASEAN has strengthen its own region in developing workforce skill and creating opportunity for its own regional people (Siricharoen, 2012). The development of creative media, for example, educational media, entertainment media or management media on mobile have grown so much more than the demand of the mobile phone especially smart phone itself. In developing media content to fit in user across ASEAN region would be able to drive the economy in delivering content across ASEAN and possibly over to the western world. Rich in culture and tradition, developing content for all nations in ASEAN across the board is not significantly easy. It requires attention in detail and user-oriented in developing a good media content that can serve many different individual all over ASEAN. Once the creative content can dynamically adapt into peculiar environment, it can be sold anywhere Online. The same revenue can boost economy and requires more worker in the creative economic sector. This means the boost of human capital and delivers of versatile content for anyone anywhere.

4. Conclusion

Even though there will not be a boost from the government to stimulate economic growth based on 2015 Thailand Economic Outlook by Maybank (Leelahaphan, 2014). Creative media content is still growing and boosting itself to a great start. Thailand can use this benefit of growth in creative economy to increase our GDP and revenue in the country. The growth in demand for mobile device will amazingly increase day-by-day until everyone in the country can have mobile device and access Internet through it. This also means the growth in mobile media content along with digital creative content across mobile devices as information is on your finger tips. The creative Mobile media market continues to grow as long as the demand for the mobile devices still increase. In 2012, there was an attempt to create an animation model in collaboration between creating an animation within university and industry sector to develop a standard model of animation work. The model can effectively drive creative economy to the best possible output in the future (Suwannatat, 2012). If the model is in the process today, the growth of creative

industry in animation definitely stimulate growth of creative economy across ASEAN and the world.

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Innovative climate development as a factor for national economy progress (the case of Thailand)

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ABSTRACT

An intellectualization of manufacturing and a formation of national innovative system are major factors of national competitiveness and country's positioning in international division of labor. Innovations today are especially important for success "catch-up" countries, such as Thailand, that has both - a set of own social and cultural benefits for further innovative development and a number of characteristics, reducing the prospects of innovative progress.

This study includes an analysis of social, cultural and economic features of Thailand innovative climate improvement; recommendations about the principles of strategy for innovation progress in the Kingdom; discusses the problems of Thai national innovation system integration in a global high-tech production and in world market of innovative products and technologies.

The findings and recommendations contained in the study are also based on the results of Thai younger generation survey, that considers a current state and prospects of innovative development of the country.

Keywords: innovative modernization, strategy of innovative progress, national innovative system, innovation and investment process

1. Introduction

In modern conditions, innovative progress is a most important source for economic growth, proves up to 75% of GDP growth in some countries (for example, Western Europe, USA, Japan), reduces a national economies dependence on fluctuations of world prices for resources, opens new directions and reserves for further countries development [1].

In Asian countries of initial wave of industrialization (Malaysia, Thailand, Indonesia) a problem of identifying strategic goals for further development is maximum relevant [2]. This is either a preservation

of cost advantages for traditional manufacturing, of most comfortable business environment (strategy of extensive growth), or a sharp increasing of domestic consumption and the national economic transition to a qualitatively new level of being (strategy of intensive growth).

The purpose of this study is to analyze the benefits, capabilities of Thai society to implement a national strategy for innovative climate and innovative progress improvement.

Objectives of the study are follows:

- Highlight the features of national strategy for innovation progress and the conditions for its effective implementation;
- Identify the benefits and challenges of national innovative climate improving in the modern conditions;
- Analyze the principles of the strategy of Thai economic system innovative modernization;
- Identify priorities of government stimulation to improve an efficiency of Thai society and economy innovatization;
- Survey Thais younger generation on their assessment about needs and tools of Thailand innovative modernization.

2. Main focus of the study

According to findings of previous research, Thailand is a country with an imbalance between level of local society's innovative potential and level of local demand for innovations. This means that actively stimulated development of Thailand' innovation infrastructure, high-tech producing is ahead of real willingness of Thai society to generate a new knowledge. This imbalance leads to the growth of high-tech imports, budget expenditures (for innovative infrastructure projects implementation), reduces an effectiveness of country innovative development.

Meanwhile, the Thai society has certain economic, social, cultural and religious advantages to implement the strategy of country innovative development. These advantages are able to be used as stimulators of innovative potential of whole society or of certain social groups.

These advantages of Thais are: an innate tolerance, a willingness to accept a variety of information, a respect, a propensity to team work and in-group collaboration. Thai education system (at every level) is inextricably linked with education of individuality, its involvement in traditional and usual social processes (often this involvement can be stimulated from the outside).

On the one hand, these characteristics of Thai society are decreasing a heightened individualism of Thais, their interpersonal competition, initiative and tendency to invent new solutions of relevant problems (like in most of Western civilization), are inhibiting the innovations because of Thais' fear to stand out from circle of respected colleagues and friends. On the other hand, Thais are less organized than their northern neighbors, appreciate their own freedom, always have a personal opinion, perception of reality (even if it is contrary with accepted formal or informal norms).

Modern Thai society is highly structured and is a matrix system of social interactions, where a horizontal stratification (formal or informal groups) laid on vertical interactions (the authority of head, older, experienced, inter-generational and intra-family connections). Meanwhile Thai society obviously contains some important unifying frameworks and basis, which are largely allowing unique ethnic identity of Thai nation. They are, for example, a powerful educational basis of the socialization process, unquestioned authority of religious cult and the Royal family. As an important factor of modern Thai nation unification and development we can consider a "phenomenon of opposition". For example, Thai and Indian Buddhism, Thai and "neighbor" way of life, idealization of the past (Thailand never was a colony) and national language (usage of own alphabet).

Due to these social conditions of innovative development, the effective improvement of Thailand innovative climate is impossible both by European (based on personal efficiency, competition, rivalry), and authoritarian (strict government control and impact of most powerful national leader) scenarios.

Market innovative modernization in Thailand will lead to total industrial espionage, streams of black PR and information wars. Authoritarian modernization will face to Thais feelings of pride, freedom, and non-tolerance for violence, and finally will turn to creation of pseudo-innovative projects (corrupted and actively explore a State budget).

It's logical to define the concept of improving the innovative climate in Thailand, which is mostly adapted to the specifics of Thai society, is able to accumulate its advantages and decrease disadvantages and problems of Thai innovation potential growth.

Taking in account a complexity of Thai society structure suggested State innovative policy has to be oriented on stimulating of innovative race between social groups (for example, between different institutions, organizations, public authorities and enterprises). At the same time a leadership in this race has to be extremely influential and prestigious in whole society. This is achieved through effect of common central institutions - family, inter-generational relations, religion, Royal family, uniqueness of own country and nation (the phenomenon of the opposition).

For enhancing the innovative climate country needs to develop a personality cult of innovators, an innovative leadership with involvement of mass media and most influential Thais both living in the country and in abroad. Of course, the main innovative leader of Thais is His Majesty the King, whose personal example can and has to encourage and inspire millions of people. The representatives of science, business, education, government, who achieved significant innovative results, must become the heroes of the nation, the most prestigious and respected persons, whose experiences and achievements are the main property of Thais.

The prestige of science can be rose through the activities of religious institutions. Buddhism is one of the most ancient and peaceful religions and can be a philosophical basis for development of social innovative thinking. This thinking can be expressed in the needs to evolve to meet a changing world, to have abilities for improvement it and making it more harmonious.

One of important Thai society features, limiting its innovative potential, is the so-called "complex of small country." Thais propensity to own opposition and confirmation of own uniqueness is often limited by the neighboring countries - Myanmar, Laos, Cambodia, Indonesia, Vietnam. Any comparison with neighbors is originally possible only for favor of Thailand, what limits a willing to develop own potential (including innovative). Same time, a comparison of Thailand and China, or Thailand and Japan would be initially deemed as incorrect by the most of Thais.

Meanwhile, a globally competitive innovative climate requires a globally competitive innovative potential that allows Thais to adequately and objectively compare themselves with the leading nations of the world. Thai authorities should pursue an information policy more focused on outside of ASEAN and the Asian continent; inform public about existing achievements of the country or some individuals (even if it is the very modest results).

Thus, the socio-cultural conditions of Thailand innovative climate improvement logically to conduct in two directions: the development of inter-group innovative competition and the development of external innovative competitiveness of the nation, that has to be based on prestige of science and research.

Anyway, a successful strategy of innovative modernization of Thailand should be based on fundamental principles, such as, support of domestic competition, transparency of economic and social regulation, and, most importantly, humanity of Thai socio-economic model, ensuring the supremacy of life, health, environmental quality, living conditions for Thais or foreigners in the Kingdom. This requires from the state to continue an implementation of social initiatives, a salvation of internal problems, an increasing of quality and availability of public services, environment, and so on.

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Quality culture model for SMEs

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ABSTRACT

The purpose of this study is to create a model in order to measure the quality of an organization's culture especially SMEs in food and clothing industrial centers in West Java Indonesia. The research method uses qualitative research, ethnography approach which is resulting in quality culture model with six dimensions that emphasize quality at: material handling, machinery and equipments handling, plant production environment, human resources, problem solving, and quality obsession. In future research, this study will be continued by implementing this model into many types of SMEs for the purpose of quality model development that expected to give positive contribution for quality improvement as a corporate culture.

Keywords*:* Culture, Corporate Culture, Quality, Quality Culture.

1. Introduction

The concept of quality culture become popular in many studies related to its role in long term sustainability of enterprises. Rashid and Aslam (2012) showed the importance of the quality practices such as leadership and strategic quality planning, supplier relationship management, customer focus, quality data and reporting, process management and human resource management to firm business process especially in their supply chain. Supported by various studies that successfully proved that quality improvement can increase companies profit (Deming, 1986; Juran *et al*., 1999) especially when their succeed atreducing customer complaints (Awan *et al*., 2009), increase market share (Flynn *et al.*, 1995), and increasing competitive advantage (Fotopoulos and Psomas, 2010). Juran *et al.* (1999) mentioned that the quality associated with increased productivity, cost reduction, reduction in process time and increase in value. On the other hand studies related to culture demonstrate the significance of the relationship between the organization and corporate culture.

The importance of quality culture should not only become necessary activity in large corporation, but also in small and medium enterprise (SME). In Indonesia, SMEs play important role as economic foundation and regarded as the backbone of Indonesia's economy. Out of 100% business in Indonesia, 99% of them are SMEs, which contribute greatly for the revenues for more than 50% of Indonesia's total GDP and also absorbed up to 97% workers (Irjayanti and Azis, 2012). Between 2009 and 2015, the annual contribution to the creative industry exports is expected to reach 12 percent and provide jobs for 7 percent of the workforce (Worldbank, 2011).

Small and medium enterprises in Indonesia are currently dealing with a weak ability to compete as a result of the poor quality of goods and services produced. Tejaningrum (2014) showed that lot of SMEs have inconsistent quality products dimensions, so it impact to the low level of consumer loyalty. Furthermore, there is identified a relationship between the significance of dimensional consistency of product quality and customer loyalty SMEs. Many of the problems faced by SMEs in implementing quality management in the company. Some conditions were successfully identified during preliminary assessment in this study including:

1. No agreement documents related to the quality standards of raw materials between supply chain in the industries, even though there was a standardized evaluation in the process and in the handling of finished goods.
2. System storage/ warehousing was not reliable that significantly impact to the declining quality of materials and finished products.
3. Each member organization interprets the quality of the process based on their own perception.
4. The process of procurement of raw materials based on different sources that affect to the diversity of raw materials.
5. Lack of long-term commitment from the owners.

Based on those identified problems, this study aim to identify a model for measuring the quality of the company culture, especially in small and medium enterprises in culinary and clothing industry.

2. Key Results and Discussion

According to Juran et al (1999) a quality culture is defined as the patterns of human habits, beliefs, values and behavior concerning quality. The dimensions of quality should be sourced from the perception of consumers, not producers. Goetsch and Davis (1997) defined a quality culture as an organizational value system that results in an conducive environment for the quality establishment and continual improvement. It cosists of value, traditions, procedures, and expectations that promote quality. Implemented concept of quality in small and medium enterprises, especially in the food and clothing sector, based on theory of Crosby (1979) should be divided into two dimensions: 1) meet customer expectations and 2) free of errors or defects. In contexts meet customer expectations, especially for the culinary industry in addition to fulfilling flavors to suit the taste of consumers, also have to pay serious attention to the health of consumers, especially for preservatives and dyes in its ingredients. Meanwhile, Garvin (1998) had different perspective for the quality of SMEs in food sector, He stated that food sectorsshould include value-based approch, manufacturing-based approach and user-based approach as a foundation of their quality culture.

Garvin(1998) identified eight dimensions of quality including: 1) performace, 2) feature, 3) reliability, 4) conformance to specifications, 5) durability, 6) serviceabilty, 7) esthetic,and 8) perceived quality. This study successfully observed five out of eight quality dimensions in SMEs food and clothing sectors, that include:

1. Performance. Dealing with the fundamental characteristics of the product. Food sector concerned: deliciousness, savory, crunchiness, and distinctiveness. While clothing focused at comfort and beauty.
2. Reliability. Food should be released by its disability in smell of stale/rancid, strange taste, shrinking size or uniformity, endanger body health in short term or long term. For clothing, the product should be free from defects like stitching loose, uneven screen printing, and color fading.
3. Durability. The products are dealing with life or the period of consumption. The longer is the better both for food and clothes product.
4. Serviceability. Related to the personal capabilities that provide services to the consumers that also include: tidiness, courtesy, hygiene, and hospitality.
5. Perceived quality.The quality perceived by the public. In some products with well-known brands, consumers will tend to give more value to the quality of its products.

How is the issue of the quality of the food and clothing industries in Indonesia? This study conducted an analysis of several centers of food processing industry and existing clothing in West Java, Indonesia. Based on the analysis of the food and clothing industry, there are main problems associated with the quality oft he product

There are six dimensions that can be used as a model for measuring the quality of the company culture, including:

1. Handling materials/ raw materials. Handling of raw materials/auxiliary materials for final product to remain oriented to quality care are considered of performance, reliability, durability, serviceability, perceived product.
2. Handling machines and equipment. SMEs should implemented maintaining, caring, cleaning, standardizing machinery and equipment (machinery, vehicles, tools instruments) which will be used to maintain performance, reliability, durability, serviceability, perceived product in accordance with the standards expected by consumers.
3. Plant production environment. Production environment such as factory layout, condition of the floor, ceiling, warehouse, factory conditions (air pollution/dust/smells), environmental conditions will lead to quality of final result.
4. Human Resources. Related to beliefs, actions, mindset, values, habits, thought, believed by the leader and successfully delivered to the employees/member organizations to maintain companies performance and quality
5. Problem Solving. Decision-making process does have a significant impact on performance and quality. Manager/leader should consider things comprehensively based on internal and external information.
6. Obsession Quality. All member of organization should have similar vision related to the quality. They have to perceive the quality as one significant factor for companies sustainability in long term.

2. Conclusions and Direction

Generally, small and medium enterprises, especially in food and clothing sectors in Indonesia,still pay less attention to the value of quality especially for their performance, reliability, durability, serviceability, perceived product, that possibly impact their competitiveness.However, there is a simple model of quality culture that includes six dimensions: material handling, machinery and equipments handling,plant production environment, human resources, problem solving, and quality obsession. This model, could accomodate SMEs as a basic foundation for self assessment to reach certain quality, thus, they can compete not only in local but also in global market.

The model found in this study, has not implemented in many similar SMEs. The limitation or weakness of the model has not identified yet. In future research, authors will continue the research by implementing this model into many types of SMEs for the purpose of quality model development that expected to give positive contribution for quality improvement as a corporate culture.

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chapter 2
Marketing: local instruments of global strategies

Factor Determinants of Fortune Teller Market in Thailand

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ABSTRACT

This study aims to explain why people go to and how much they pay fortune tellers. Using a survey of Thai people in Bangkok area and classifying independent variables into demand-side characteristics and supply-side characteristics, there are significant impacts on the willingness to consult fortune tellers and how much to pay them come mainly from the characteristics of service receivers, for example, age, income, education level, and marital status. The supply-side characteristics, for example age and gender of fortune tellers including their types of services, do not exhibit significant impacts on the amounts that clients pay. Attitudes/beliefs toward fortune tellers and a positive attitude of service receivers themselves are major factors in determining their willingness to visit tellers and how much to pay them. There is also a backward-bending relationship between income and how much a fortune teller is paid. When income increases, the amount paid definitely increases, which is evidence of normal goods characteristics. On the other hand, when income increases above a certain level, the amount paid does not continue to increase because the telling has become an inferior good

Keywords: Willingness to Pay, Imperfect Information, Fortune Teller, Thailand

1. Introduction

An economic downturn has caused a number of people in metropolitan cities to worry about their livelihood and thus experience anxiety. Some who used to enjoy a comfortable lifestyle and who had decent jobs have either lost their jobs or had their salaries reduced. Entrepreneurs whose businesses were growing have suffered financial losses and eventual closures. New graduates find it hard to obtain jobs and some might even experience long periods of unemployment. Given these conditions, people thus seek ways to relieve stress in their lives, and many choose to consult fortune tellers as a way to do so.

In microeconomic theory, the market for fortune tellers' services is characterized as one of imperfect information. That is, consumers may not be able to know if the prices that they pay for products/services are appropriate for the quality they receive which creates paradox between price-quality relationship (Cooper and Ross, 1984: Leland, 1977: Sedanand and Wilde, 1982: Wolinsky, 1984). In the fortune teller market, prices vary according to features of both the supply side, such as accuracy and types of services, and the demand side, such as the will to believe and the economic status of service receivers. Due to their being rooted in imperfect information, fortune tellers' services are regarded as "heterogeneous goods" under the structure of a monopolistic competition market. Sellers (fortune tellers) who have real information have the power to set the prices differently according to the types of services they offer, while consumers (service receivers) do not have the ability to assess the quality (accuracy) or price worthiness of the services, which can only be determined in the future. This condition of

imperfect information in monopolistic competition market can therefore cause price dispersion and a great variation in service quality (Salop and Stiglitz, 1977).

Fortune tellers heavily influence the daily life and decisions of a large number of people in many countries ranging from uneducated people to those with a doctoral degree. Thailand is no exception, Even though the country has embraced modernity, but many Thais will still believe that ghosts and spirits still wander the streets and inhabit buildings. Important business decisions often require consultations with a fortune teller. Cabinet ministers and military officers are sometimes so concerned with numerology and advice from their shamans that politics in Thailand could be called the black art of the possible (Fuller, 2010).

Fortune telling is considered the world's oldest profession besides *the* oldest profession, has a long and salient pedigree in Thailand(Fuller, 2010).The popularity of fortune tellers' services among Thai people has been progressively increasing as fortune tellers are believed to be able to use astrology to predict the future and provide advice regarding everyday problems. This belief allows service receivers to feel relieved from mental stresses and become more positive in their outlook. As a consequence of an increase in demand fortune-tellers have raised their fees. At present, prices are not fixed for fortune tellers' services and are therefore dependent on the fortune tellers themselves or, in some cases, on the satisfaction level of service receivers. Even though fees are higher than before, the popularity of fortune teller services is still increasing.

Although the study of the willingness to pay for things under imperfect information systems such as real estate, public health, and environmental protection is prominent in other countries, there is no study of the willingness to pay for fortune teller services. Therefore, the fact that the services are popular among Thai people and that they are willing to pay increasingly high prices has caused fortune-telling businesses to grow continuously regardless of economic conditions. A study of factors influencing the willingness to pay for the services is thus necessary to better understand the structure of the fortune-telling services market, the characteristics of service receivers, and their willingness to pay fortune tellers.

In this study, using survey data gathered from Thai people in Bangkok area, econometric models are applied to estimate variables affecting the willingness of Thai people to pay fortune tellers. This study uses a questionnaire to collect primary data to identify and analyze factors influencing service receivers' willingness to pay. It then goes on to explain certain aspects of the data as well as consumer behavior toward the use of fortune tellers. Next, econometric models are used to analyze the data in order to explain factors influencing the willingness to pay fortune tellers. Finally, conclusions and recommendations are provided.

2. Conclusion

In conclusion, demand-side characteristics such as socioeconomic factors of service receivers (namely, gender, income, education level, marital status and occupation) as well as attitudes/beliefs have a significant impact on the probability that people will use fortune teller services in the first place and how much they will pay when they do so. Women are more likely to consult fortune tellers than are men, which might be attributed to the possibility that women tend to be more sensitive to problems than are men. Overall, service receivers occasionally seek advice from fortune tellers for various problems, including problems at work and financial problems. Furthermore, according to the analysis of factors affecting the probability of using teller services, income, educational level, and marital status are found to have significant impacts

on the willingness to pay to fortune tellers. Results also demonstrate that the willingness to pay increases when income increases. But, there is also a backward-bending relationship between income and the amount paid. When monthly income increases from 5,000 baht to 30,000 baht, the amount paid increases, reflecting the same characteristic as that of normal goods. However, when monthly income is higher than 30,000 baht, willingness to pay to fortune tellers decreases, this result indicates that fortune tellers' services are regarded as inferior goods by people with high monthly incomes. Gender and age factors are found to have no effect on how much users pay fortune tellers, which suggests that both men and women of all ages have a similar level of the willingness to pay for the services. As for supply-side characteristics, fortune tellers' age and gender as well as the types of services they offer do not show much significant impact on the willingness to pay. The pay amount tends to increase when service receivers perceive that fortune tellers' services can help them to have a more positive mentality. They tend to visit fortune tellers to consult them regarding their problems or to get Feng Shui services.

From the results of this study, it can be postulated that fortune tellers play a very important role in Bangkok people's lives. At present, fortune tellers have become increasingly popular as it is believed that they are able to predict one's future, identify an auspicious time for special activities/rituals, identify the best location for establishing a company (and thus bring prosperity to a business), or even provide advice to solve problems that service receivers have so that they feel relieved mentally and gain a more positive outlook on life. Fortune tellers are thus regarded as psychologists who provide advice or consultation according to the needs of service receivers. Although the market for such services is characterized as one of imperfect information (service receivers do not have an ability to accurately compare price and quality of the services), how much users pay to fortune tellers is determined by service receivers' attitudes/beliefs toward fortune tellers and the positive mentality of service receivers themselves rather than fortune tellers' characteristics and the accuracy of their predictions. Therefore, in this case, fortune tellers are not different from psychologists whom services receivers are willing to pay for consultation and fortune-checking so that they live their lives more carefully and gain solutions to problems.

Nevertheless, service receivers sometimes do not feel relieved after consulting fortune tellers because the predictions they receive are not positive or are not as good as they expect, or they might even be overcharged by some fortune tellers. If fortune tellers apply psychological skills to their services, they will be able to help their clients feel more relieved and become more positive in their outlook, which can in turn increase the credibility of fortune tellers in a way other than mere accuracy of predictions. Essentially, if fortune tellers pay more attention to professional ethics, more people will use their services and be more willing to pay so that they feel relieved and positive about their lives. The "imperfect information" nature of the market for such services may cause some service receivers to be overcharged. However, given its characteristics of monopolistic competition market, service receivers have several choices to select from when using such services, which may cause an excessive pricing paid by consumers.

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Services industry's development as a priority of national post-industrial modernization

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ABSTRACT

The second half of the twentieth century characterized by the formation of postindustrial system of capitalism relations, significantly different from the previous phase of industrial capitalism by number of operational principles. Today, post-industrialization is an essential criterion of national economic system competitiveness, is a factor directly determining countries' positioning in the global economy, in the structure of international division of labor.

As a mega-trend of economic progress post-industrialization identified a number of significant transformations of institutional design and production infrastructure, determined socio-economic changes, based on labor intellectualization, reassessment of the highly skilled workers and traditional capital roles in productive relations.

Strong determinism of post-industrialization process by the transformations of the service sector's role allows regarding qualitative and quantitative characteristics of the national service industry as leading post-industrial trends, and increases a value of the research on problems of third sector of the economy in post-industrial modernization.

Based on two-steps analysis of the service industries' development dynamics in the modern countries conclusions on the correlation between service industries' development and rates of socio-economic relations post-industrialization were offered and analysis of the modern countries' macroeconomic indicators, role of non-manufacturing sectors in their economic systems, criteria of their internal and external competitiveness was conducted.

Keywords: Services, post-industrialization, modernization, strategy, internal competitiveness, labor productivity

High rates of service industries' significance within the national economic systems are not necessary criterion of their transition to a post-industrial phase of own progress. It confirms, firstly, a prevalence of qualitative components of the service sectors' growth in the national economy as an evidence of post-industrialization. And, secondly, it proves an importance to take in account additional basic features (transition to high-technological basis of production, growing role of human and quantitative and qualitative growth of the value of services in the macroeconomic system) in determining of dynamic and trends of post-industrialization.

In order to check this hypothesis, we can conduct two-steps analysis of the role of service industries in modern macroeconomic systems.

At the first level – we analyze quantitative importance of services in different states. At the second – we consider their qualitative importance determining the criteria of service industries' role and value.

According to the UN data, we can identify country - leaders and outsiders by the role of service sector in their GDP formation.

Countries-leaders of economical development are on the top of the list. At the same time high share of service industries in GDP formation is typical also for countries traditionally considered as developing and countries of former socialist block (Latvia, Hungary, Slovakia, and Croatia).

This can be explained by intensification of the service industries transfer from nearby developed countries, by tools of franchising and outsourcing (eg, to Mexico, Costa Rica, the countries of Eastern Europe), by rapid growth of the tourism industries in the developing countries (such as Turkey, Tunisia, Kenya, Eastern Europe), as well as by lower entry barriers, allowing opening in developing countries of export-oriented service companies (like in Peru, South Africa, Lebanon, Zimbabwe).

At the same time in the list of countries with the lowest services share in GDP we can see ones, traditionally focused on the natural resources extraction (Venezuela, UAE, Oman, KSA, Kuwait, Algeria), countries, that are actively developing own industry and agriculture (China, Thailand Malaysia, Brazil), as well as poorest or economically and politically instable (Nigeria, Sudan, Cameroon) countries.

Analyzing statistics of the largest economies in the world, it is possible to identify dynamics of services industries changing in the share of countries' GDP in the period 1990 - 2014.

As seen from the data the largest increasing of service industries' shares in GDP formation in the period from 1990 to 2014 occurred in former socialist countries including Russia.

Moreover, the rates of this growth are much higher than in developed and newly industrialized countries. This can be proved by service industries' rapid development on the post-Soviet space due to the undervaluation of non-productive spheres in comparison with industry and agriculture in planned economy. It formed an effect of "pent-up demand" for almost all types of services (from essential ones to tourist, educational, financial, services; from mass demanded to highly differentiated, characterized by outstanding price and quality).

The presence in the ranking of outsiders of Saudi Arabia, Algeria, Oman, Kuwait, Indonesia and Cameroon is primarily explained by main orientation of their economies on natural resources export and by the growth of natural resources world prices that significantly increased a share of mining sectors in GDP.

Slight increasing or even a reduction of service industries' share in GDP of Lebanon, New Zealand, Ireland can be explained by its initially (in the early 90s), high performance, and hence impossibility of preserving old dynamic of growth. Finally, the case of China, Thailand, Argentina, and Vietnam is explained by their economies' active industrialization and by impact of the financial crisis in the late 90s (which firstly reflected on the service sectors, especially, financial.

Similarly it is possible to analyze the role of the service sectors in the countries of the world, based on the shares of employed population.

By the share of people employed in the service sector Latin American countries (which are occupying more modest positions in the global rank by the share of services in GDP) are the

leaders. They are followed by dense blocks of developed states with high rates of services' share in the national production (the United States, Western Europe, Canada, and Australia).

Finally, we can see in the top 40 some countries, traditionally focused on the minerals' production and export (Kuwait, Venezuela, and United Arab Emirates). In these states a steady increasing of local population material well-being is obvious (mostly due to the national service sectors' development).

Conclusions:

Conducted research on the role of services in the world macroeconomic indicators and international trade development led to several conclusions.

The service industry shares in national employment or GDP formation is currently not factors or criteria of country post-industrialization, transition of its economic system to a new level of institutional relations. This is determined primarily by globalization and trannatsionalization allowing formation even within the boundaries of emerging economies of high-effective export-oriented industries that exploit advantages of local service production and are not significant affecting the social transformation and primarily economic relations.

Only the analysis of the qualitative characteristics of the services' industry's role in the National economy (such as absolute value added in services by one employee per year) allows considering a role of service sector as a determinant of post-industrialization processes. The study of the dynamics of these indicators allows finding the rate of post-industrialization dynamic in the modern macroeconomic systems.

The conducted analysis based on the hypothesis that any country has a set of advantages in the services production and their further sale on the world market identifies indicators of service industry's internal competitiveness.

In this study internal competitiveness was considered based on a comparison of, firstly, labor productivity in other sectors and in the services sector, and secondly, results of assessment of the social, economic and demographic factors, composing a set of service production benefits.

Identified system of indexes allows to realistically assessing the role of individual countries in world production services in statics and dynamics; to determine the direction and structure of world services trade development; to monitor and predict trends in the global services market and qualitative characteristics and factors of national service sectors competitiveness in the world economy.

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Determinant of banking profitability in Indonesian regional development bank

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ABSTRACT

Regional Development Bank in Indonesia was established to accelerate the growth of the economy. But in reality the contribution of BPD to Gross Regional Domestic Product in 2014 was still relatively small. The aim of this study was to analyze the determinant factors of banking profitability in Indonesian Regional Development Banks. The method used is descriptive and verification method, with secondary data from financial statements 26 all over Indonesian Regional Development Bank as a research object units. Data analysis technique is the multiple linear regression, hypothesis testing while using T - test to examine the effect of partial variables and F - test to examine the effect of variables simultaneously with a significance level of 5 %.

Based on the results, it is concluded that the partial, loan to deposit ratio (LDR) and capital adequacy ratio (CAR) has negative effect but no significant effect to the return on assets (ROA); Net interest margin (NIM) has positive effect but no significant effect to the return on assets (ROA); Operating expenses to operating income (OEOI) has negative and significant effects to the return on assets (ROA); While the non-performing loans (NPLs) has positive effect and significant effect to the return on assets (ROA). Simultaneously that variable of LDR, CAR, NIM, OEOI and NPLs significantly influence to LDR variablewith the level of the ROA 57.4%, while the remaining 42.6% thought to be influenced by other variables not examined in this study.

Keywords: capital adequacy ratio, loan to deposit ratio, net interest margin, non-performing loans, ratio of operating expenses to operating income, return on assets.

1. Introduction

Banking plays such a major role in channeling funds to borrowers with productive investment opportunities. This financial activity is important in ensuring that the financial system and the economy run smoothly and efficiently" (Mishkin & Eakins, 2006, p.425). In the context of Indonesia's economy, the dominant role of banks can be seen from the indicators of asset finance industry market share through the data in December 2014. Banks still dominate the market share, which is equal to 83.10 %, followed by 11.43% for insurance companies, 6.45% for finance companies, 2.75% for pension funds, 1.70 % for social insurance companies, 0.07% for others finance services. (Financial Services Authority, Republic of Indonesia and Bank Indonesia, 2014)

Regional Development Bank (BPD) in Indonesia was established with the intent to provide funding for the implementation of local development efforts in the framework of National Development (Law no. 13 1962). Later in the decree of Ministry of Internal Affair No. 62 in 1999, affirmed that the principal task of developing the economy and the BPD is moving regional development, while the function is:

(1) Promote the creation of the level of economic growth and regional development in order to improve the standard of living of the people
(2) Be the holder or a regional treasury and financial management areas
(3) Be one source of revenue.

However up to this time, in carrying out its duties and functions of the BPD still faces several problems, among which: limited capital; brand awareness community to BPD is still very low; quality of service does not meet the expectations of society ; quality and human resources competencies have not been standardized; innovation and product development is still limited ; networks office services is still limited ; not optimal strategic partnership; structure of public funding is relatively low ; composition of the productive loan portfolio is relatively low, and not consolidate information technology (Eko Budiwiyono , 2012) .

As one of the commercial banks, BPD plays a very important role in the economy, especially the regional economy. The role is mainly seen how wide BPD can apply intermediary function. One commonly used indicator to measure the implementation of banking intermediation, is the ratio of loans to deposits (LDR) (Haruna, 2011; Buchory, 2006). The higher this ratio is, the better it means that the bank could carry out intermediation function optimally. In carrying out the intermediation function BPD also have to make a profit to sustain its business and provide welfare to the shareholders. The indicator to measure the level of ability of bank management in make a profit (profit) as a whole is Return On Assets (ROA). T,he higher a bank's ROA, greater the level of profit that the bank achieved and the better the bank's position in terms of utilization assets.

The ROA achieved by the BPD to December 2014 is 2, 68% lower than the national banks (2,85%), and other groups such as state owned banks (3,75%); foreign owned banks (3,08%); but higher than foreign exchange banks (2,13%); non-foreign exchange banks (2,16%) and joint venture banks (2,11%)(Financial Services Authority, Republic of Indonesia, 2014). Thus, profitability achieved by the BPD becomes less optimal. The not optimal profitability by BPD is thought to include the effect of the Loan to Deposits Ratio (LDR), Capital Adequacy Ratio (CAR), Net Interest Margin (NIM), Operating Expense to Operating Income Ratio (OEOI), and Non Performing Loan (NPLs).

Based on the phenomenon above, the problem in this research can be formulated into a research question: How the LDR, CAR, NIM, OEOI, and NPLs influence the banking profitability? This study aims to analyze the factors that affect the banking profitability LDR, CAR, NIM, OEOI, and NPLs.

2. Research method

The methods used in this research are descriptive method and verification method. Descriptive method is a method used to analyze data in a way to describe the data that has been collected as is without intending to apply general conclusions or generalizations while the verification method is a method of research that aims to determine the relationship between two or more variables. This verification method is used to test the truth of a hypothesis. Influence or shape the causal relationship between variables X and Y can be known from the research method of verification. (Sugiyono, 2009).

Data used in this study is secondary data All Indonesian regional development banks which include LDR, CAR, NIM, OEOI, NPLs, and the ROA were obtained from the Indonesian Banking Statistics and Data Center Consultant EKOFIN Publications in 2014 (calculated quarterly). The research population was 26 regional development banks (BPD) serve as the object of study. While the object is observed financial statements position December 31, 2014. Data collection method

used was to study the documentation. Study of documentation is done with the data collection and classification category of written materials related to the research problem.

This study uses the independent variables, namely LDR, CAR, NIM, OEOI and NPLs and the dependent variable is the banking profitability as measured by the ROA.

3. Conclusion

Based on the background, the formulation of the problem, hypotheses, methods and research results and discussion, some conclusions can be drawn as follows:

In 2014 BPD (Regional Development Bank) in Indonesia has been able to create a banking profitability as measured by Return on Assets (ROA) amounted to 2.68% lower than the national banks, state owned banks and foreign owned banks but higher than foreign exchange banks, non-foreign exchange banks and joint venture banks. The lowest value of ROA is achieved by BPD Maluku, while the highest value of ROA is achieved by BPD West Nusa Tenggara.

Based on the test results partially that variable of LDR and CAR have negative effect but not significant to ROA; OEOI has negative effect and significant to ROA; NPLs has positive effect and significant to ROA. While based on the test results simultaneously that variable of LDR, CAR, NIM, OEOI and NPLs significantly influence to ROA variable.

The amount of the contribution or influence variable of LDR, CAR, NIM, OEOI and NPLs to the dependent variable of ROA is 57.4% while the remaining 42.6% thought to be influenced by other variables not examined in this study.

Based on the above results found that the determinants of bank profitability are the most significant in BPD in Indonesia in 2014 is a factor of operating efficiency and non-performing loans, therefore, these two factors have to be really well managed by the management in addition to other determinants of bank profitability. The results of this study is expected that the variable NPL and OEOI can be used as guidelines for the management of banks in managing a bank to become a soundness or healthy bank.

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Transnationalization as a trend of modern international tourism development

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ABSTRACT

The leading trend of the present stage of international tourism industry development is the travel businesses moving to the transnational level of management, the formation within the tourism multinational corporations of production and distribution networks, providing a globally competitive and highly efficient tourist products production and sale. The article, based on the synergetic approach, highlights an attempt of the theoretical justification of the reasons and factors of tourism business transnationalization, explores the sources of tourism multinationals economic efficiency, considers the historical forms of transnational entrepreneurship in the tourism industry, analyzes the characteristics of modern tourism MNC

Keywords: transnationalization of business, tourism multinational corporations, globalization of international tourism, synergies, cost-effectiveness of tourism MNCs

1. Introduction

The one of characteristics defined a current global economic development is the globalization of economic processes, which is transforming not only the production process through the internationalization of factors, technologies and means of production, but also the fundamental macro-and microeconomic principles and laws.

The international tourism is at the forefront of global trends, primarily because it is the form of involvement the factors of different nationality in the production process, requires the creation of common information, legal and cultural fields in order to enhance the tourism production competitiveness. In this regard, the dynamics and structure of international tourist exchanges, the process of cross-country division of labor in the tourism production are now mainly determined the activity of tourism transnational corporations. Their emergence and increasing role in world tourism obliged, above all, to the multi-system of international tourism production and to the existence of significant number of deficiencies, which cannot be solved by the market mechanisms functioning.

The tourism production transnationalization radically changed the mechanisms of industry-leading institutions. That requires the development of the scientific concept for defining the reserves of tourism MNCs global competitiveness, which allows to define the direction of transnational capital expansion, to form the methodological basis of forecasting the interrelated processes of world tourism globalization and internationalization and to develop the models of private business and government collaboration.

2. Key features of the tourist MNC new generation

Tourist MNC's new generation is characterized by the following features:

1. Slight physical structure. Material assets of tourist MNC's new generation are not as great as before - so-called virtual assets (sites, electronic exchanges, brands and so on) acquire more and more importance in the Corporation's assets.

2. Maximal trust to the communication technologies, which became the centre of a corporative vision within MNC's new generation.

3. Mobility of work. Using the communications networks significantly reduced the importance of the factor of physical locations, resulting in no longer necessity for command and departments to be in close physical contact with each other.

4. No borders. Tourist MNCs of the fifth generation are almost unlimited; at least they are not so restricted that customers or partners could perceive them as separate, defined by law or other acts and regulations of the company. Corporations, due to network technologies, have the opportunity to join such close strategic partnership with their suppliers or partners, that it is almost impossible to see where one corporation ends and another begins.

5. The flexibility and reactivity. Tourist MNCs of the fifth generation can almost instantly create structural groups where the inside interaction is necessary to achieve the current goals at a specific time, and then also dismantle all the achievements of this structure functioning, due to low operational costs, and thus the lower risks associated with such restricting.

The most important feature of tourism MNC's fifth generation is the appearance of a fundamentally new field of presence – virtual. Certain characteristics of virtual organizations are making obvious good results of Virtualization of tourism. Maximally adapted to the requirements of an effective tourism production company's structure is just a one-level flat

structure in which there are stable internal communications. Moreover, in tourism activity the skills of workers and their ability to make decisions and to structure arising problems independently, focusing on customers and their needs, people skills, personal responsibility, etc., are considered to be significant skills.

One of the advantages of tourist MNCs is their more close contact with direct customers. Modern MNC is equally "close" to both suppliers and consumers of tourism product. The need for growth of MNCs in the direction of consumption appeared slightly later than the "down-stream", which generally reflects the evolution of management and economic concepts (commodity – trading – marketing – individualized marketing).

Competitive advantages of any of today's companies are not possible without maintenance of customer's feedback. The increasing of solvency, the adoption of post-materialist values of the population of Western countries – the main providers of international tourists – are forcing tourist corporations to search for the tools of survival in the competition besides the optimum ratio of price and quality of tourist product. One of these basic tools today is an individualized service and customer loyalty.

Individualized service, at first glance, is hard to compare with the standardization of mass tourism product, having a place on the world tourism market as well as with the economy of scale. It is difficult to imagine a big MNC, the size of tourist arrivals per year of which amounts to tens of millions of people, and providing an individual approach to each client at the same time. Virtualization of tourism corporations accumulated achievements of high technologies, allows simultaneous movement in two directions – transnationalization, consolidation of business and individualization of service that can be considered from the client's position (the client is sure that all his wishes in the formation of the tour will be taken into account) and from the position of the company itself (the development and implementation of "client-oriented" strategy).

"Client-oriented" company means a constant introduction of technologies aimed at creating a customer's sense of individual approach, whereas in reality such an approach in its classical sense is absent; in tourism it means to provide maximum convenience in selecting a tourist product, processing documents, payment for his client. Modern tourist MNCs either have portals on the World Wide Web, either actively involved in the management and operation of existing and popular electronic reservation systems.

Despite the obvious convenience for the customer, complete an individual approach to the consumer would not exist, if he hadn't the possibility of forming the tourist product independently. Because of that fact modern MNCs in their customer relations strategies use the tool of subdivision of the standard tourism product to the small components, which on their basis allow customers to form an individual tourist product on their own.

Being on a tourist MNC site or its agency network, the client chooses the date of travel (at the height of the season it can be almost any day), its duration, means of accommodation, type of room, meals, book tours and excursions on specific dates and accompanied by knowing a particular language guides, etc. All this happens on-line, and the booked services are confirmed instantly. Reservation Service conducts the pricing of tourism products, accepts payment, issues all necessary documents for travel (or rather, their electronic equivalents), reports about possible discounts and bonus programs.

By all means, only corporation can give such guarantees for realization of the reserved services on-line to any consumer – a direct owner of suppliers of tourist services, i.e. MNCs. Small and medium-sized enterprises (SMEs) that do not have guaranteed and paid hotel rooms and seats on an airline will only accept the application for further consideration of the possibilities of its confirmation. MNCs refuse these long and costly procedures and provide personal service. Therefore, from the position of MNCs, individualized service is not the development of labor-intensive practices of effective personal selling, which requires the significant costs associated with salaries, but is a planned transfer on a client the functions associated with the formation of individual travel package, the achievement of which became possible due to subdivision of the tourist product on the smallest components (travel services).

Thus, modern MNCs in terms of its client's position, turn into huge electronic exchanges, which instead of traditional products trade standardized travel services. Through electronic tourist exchanges, tourist product as a commodity "detaches" from its actual producer or seller (travel agent), any user can directly go to "sales office" or booking travel services from their home or workplace.

The appearance of global electronic exchange eliminates the asymmetry of the tourist market as one of its most important failures which results in the real winning of a client, who obtains more knowledge and information now which were absent in the public domain. Now the potential tourist can visit several major travel MNC portals to get as much information regarding prices, special offers, bonus or promotional programs, to find out the real situation of idle rooms at resorts, or, on the contrary, the lack of beds in hotels. On the one hand, tourist corporations' acquisition the stock travel features promotes uniformity of information spreading on the tourist market by eliminating the middlemen and providing any client access to specialized knowledge, on the other – causes a significant transformation of world tourism market mechanisms.

Electronic exchange trading of tourist products, giving consumers the functions of the travel agencies may lead to complete elimination of independent travel agents, i.e. enterprises that are not in network with tourist MNCs (for example, through franchise or retailing). Dependent (networking) travel agents operating under the brand name of MNC or being in the structure of their authorized representatives on other conditions will acquire, through virtualization of MNCs, the functions of receiving and processing the incoming information from the consumer market.

Consequently, the tourism activity virtualization will withdraw small and medium-sized tourist enterprises from the market, previously performed the functions of travel agents – that is certainly in the MNC's interests, which will start an active expansion in the travel agency sector for the purpose of oligopolization through the creation of corporate agency networks, and also receiving additional revenue previously "went" in the form of commission.

3. Conclusions:

1. Among the scientific approaches of definition of factors and driving forces of tourism transnationalization in the twentieth century the synergetic approach is most appropriate to requirements of the tourist production genesis and corresponded to the characteristics of tourism as a form of entrepreneurial activity. This approach based on appearance in the cross-border distribution of the value forming of the whole complex of synergetic effects, which determine the alteration of production's effectiveness and its competitive advantages.

2. Separate sectors of tourist production were transnationalized not at the same time, which was caused by the transformation of investment attractiveness of material and non-material assets of tourism in the course if the last century. The initial priority of material assets as the object of investment caused a delay of almost half a century of cross-border processes in the sphere of international tourism (comparing with the branches of industrial production), and also identified the hotel and transport sectors as the first areas of internationalization. Acquisition of non-material assets of production as the leading factor of its effectiveness in the late twentieth century spreaded the trends of transnationalization directly in tourist operating and tourist agent service, at the same time giving them the role of consolidators of transnational transactions.

3. The fourth generation of tourist MNC was notable for sharply activization of the transactions in transnational mergers and acquisitions, the appearance of which confirms the growth of competition inside the tourist industry and the determining value of economy scale of production.

4. The latest generation of tourist MNCs is characterized as the conversion of virtual space in a complete environment for their activity. Virtualization of tourist production, that became possible due to the accumulation by the branch of the main scientific and technological achievements, has identified a number of significant transformation of both the mechanisms of tourist services' global market, schemes of interaction of consumers and producers of tourist services, conditions of competition and the acquisition of competitive advantages, and the structures of the tourism industry itself.

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Thai Airways International: the World economy Crisis Resolutions

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ABSTRACT

The air transport industry is vital to the development of the country in terms of economic, tourism and trade (Kankaew, 2013). This is consistent to Heracleous, Wirtz & Pangarkar (2009) mentioned that in spite of its catastrophe to investors, the air transport has a magnificent importance toward national economies and global commerce. However, the air industry was affected by various forces e.g. regulations, political, technology, and a destructive competition environment. Inevitably, Thai Airways International confronted with the tough situations that cause the company struggles in the crisis, financial lost and need an urgent resolution. The reform plans was raised to stop the lost and gaining the profit. This study was to review the crisis and causes, strategic planning and risk management of Thai Airways. The conflict resolution fell into 3 main missions and 6 strategies; those were stop bleeding, strength building and sustainable growth. The six strategies including, network strategy, fleet strategy, commercial strategy, operation and cost strategy, organization strategy and portfolio strategy respectively.

Keywords: Crisis Management, Financial, Air Transport, Strategic Planning, Risk Management

1. Introduction

The national flag carrier of Thailand, Thai Airways International Public Company Limited (TG), was founded in 1960 with its hub in Suvarnabhumi airport. TG is a state-own enterprise with 53.16% shares hold by the Ministry of Finance and Government Saving Bank. The company was overseen by the Ministry of Transportation. TG operates commercial air transport services on both domestic and international routes. Its core business are passenger air transportation, cargo and mail transport. TG also run related business including warehouse services, ground passenger services, ground equipment services, catering services and maintenance services. Meanwhile in 2014, TG operates its subsidiary called “Thai Smile Airways” with a hundred per cent of share. TG’s vision is to be the first choices carrier with touches of Thai. There are three core values of the company; those are to focus on the creation of customer satisfaction, to be able to control cost efficiency and to be highly dynamic. And the missions are to provide integrated air transportation with a focus on safety standards, convenience, and quality service with Thai to make a good impression and relationship with the customers, to provide a good corporate governance under the international standards to ensure sustainable growth and high return on investment to the shareholders, to strengthen itself as a learning organization that is aware of elaborating the importance of customers, enhancing employees’ capabilities, skills, responsibilities and commitment to the corporation so as to work at their full capacity, and to assist, support and express responsibilities to society and environment as the national airline of the country (Thai Annual Report, 2014).

2. Analysis of Crisis Factors

The Five Forces and PEST were used to analyze the aviation industry. The Five Forces consisting of threat of new entrants refer to new company enter to the industry with new capacity that pressure on cost, prices and the profit. However, the threat of new entrants depends on the

height of barrier and the reaction of incumbents. Another force is bargaining power of buyers, the buyers are powerful when they have negotiating vitality, for instance, the products are common, price sensitive and low switching cost. The threat of substitute products or services is another force which can limit the profit if the company could not differentiate itself from substitutes. The latter force is bargaining power of suppliers; this force will be powerful when the industry has less supplier as well as labor. Last force is rivalry among existing competitors; this force takes various forms such as price, product, promotion and service improvement (Porter, 2008).The Five Forces tool allow organization to understand the structure bottom line that drive for profitability and competence. Meanwhile, PEST is a macro analysis on the environment; refer to political, economic, social, technological, and environment issues. Porter (2008) applied Five Forces in the airline industry and revealed that the airline has been the least profitable industries. Since the rivalry among competitors is intense, because of the airline products are common, low barrier to entry. And it has powerful suppliers such as airport, labor, aircraft etc., in the mean time, the bargaining power of buyers is also high due to low switching cost and there are other types of transportation for substitution. This is in accordance with (Shaw, 2007; Brian, 2013; Heracleous, Wirtz, and Panggarkar, 2009) as the summarization in below table 1.

Table 1. Illustrate the assessment of the five forces and key elements relevant to each force.

Competitive rivalry-High	Threat of new entrants-Medium	Buyer power-High	Threat of substitutes-Low	Supplier power-Medium/High
Industry over-capacity	Deregulation trends	Information availability	Substitute's cost/benefit ratio weak	Main airports: high power
High fixed costs restrict exit	Relatively easy access to most inputs	Indirect buyer concentration	low switching costs to most alternatives	Pilots' and crew unions: Medium/High power
Commoditised offering	High growth in emerging markets	Commoditised offering	ICTs can substitute for some business travel	Airplane makers: Medium power
Low switching costs within industry	Low switching costs within industry	Low switching costs within industry	Low propensity to substitute	Oil suppliers: High power
Information availability	Low absolute cost advantages	Substitute limited	Multi-culturalism reduces attractiveness of sustitutes	Engineering, catering: Low unless integrated

Adapted from: Heracleous, Wirtz, Pangarkar (2009), Flying High in a Competitive Industry.

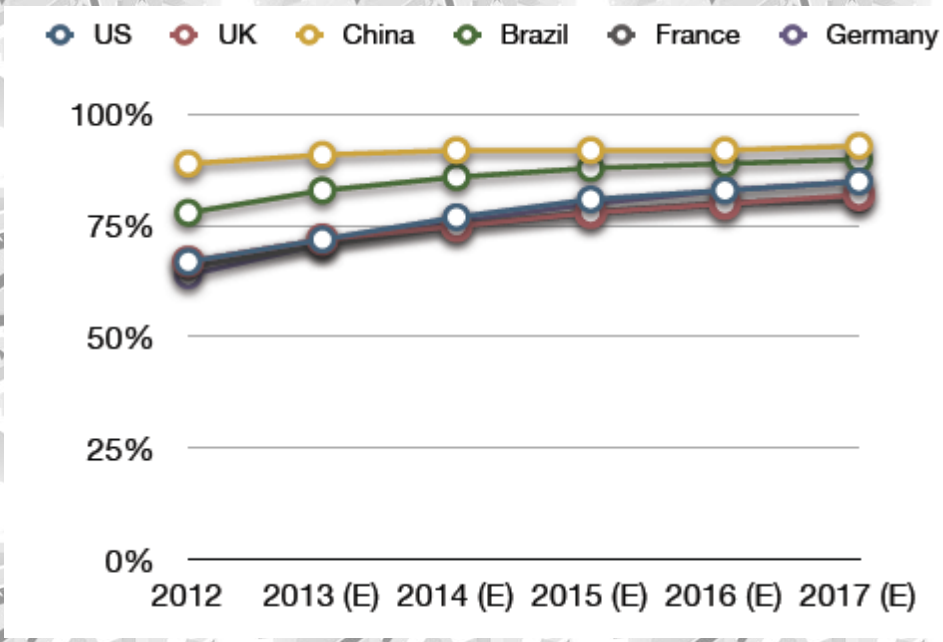

Figure 1: Illustrate Smartphone Adoption Among Passengers by 2017
Adapted from: Harteveldt H. Henry, (2012). The Future of Airline Distribution

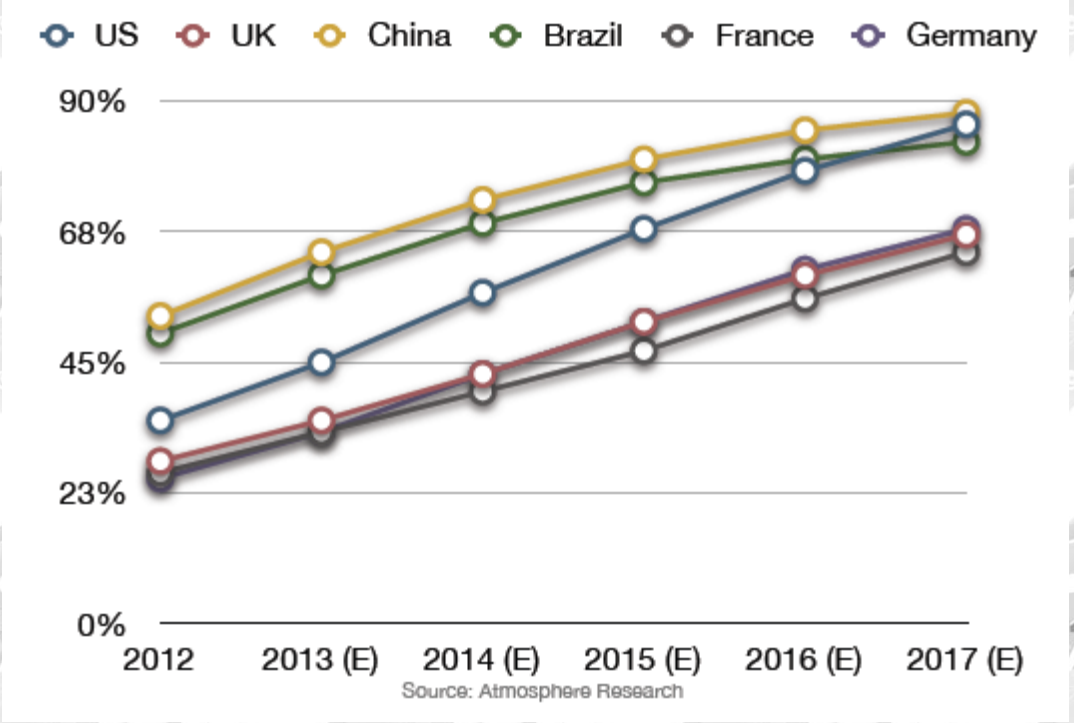

Figure 2: Illustrate Tablet Device Adoption Among Passengers by 2017
Adapted from: Harteveldt H. Henry, (2012). The Future of Airline Distribution

On the other hand, the environment has crucial impact to the airline industry, for example; the political instability, the deregulation, the growth of economic that arouse the demand in air transportation, the changing structure of social e.g. family structure, aging population, terrorist, and the advancement of technology allow people communicating easily (Video-conference, the internet provides transparency, the new efficient & safety design aircraft) (Shaw, 2007; Heracleous, Wirtz, Pangarkar, 2009). And according to Harteveldt (2012) cited the travelers are growing use of the internet. They navigate on 22 websites before booking. He forecasts the strong growth of booking through technology devices as shown in figure 1 & 2.

It is clearly can be seen that the number rose steadily. Hence, the airline companies should adopt technology into their distribution channel. And in order to capture the online booking demand, the airline understands customer behavior and mindset.

Through bad and good times; the economic fluctuation, political instability, globalization, terrorism, environmental impact, TG stands for 55 years because of its strong brand and services with numerous rewards e.g. Best Asia-Pacific Airlines, Best First Class in 2005[1]. However, in 2008 it was the first time of the TG profit lost THB 21,314 million since 1960. Last two years 2013- 2014, the airline lost THB 12,929 and 16,738 million respectively. The president disclosed the causes of lost were operating cost (fuel, administrative), the impairment loss of asset & aircraft, exchange rate. Nevertheless, the majority of inefficiencies were blame on TG's aircrafts were older than other airlines within the region, high maintenance cost. So the managing team acquired new fleet without proper strategic plan which make the airline even worst. Former Board Director of TG, Mr. Banyong Pongpanich has analyzed the problem of the airline into 7 main issues. Those were the lack of information technology for strategic and decision making, loose its geographical advantages since new aircraft can operate longer without transit, the airline was sanction by politics, structure inertia, inefficient of management team, lack of strategic tools to assess the information for planning, and lastly the cost of available seat kilometer is higher than its rivals (Thairaht economic team, 2012). Besides the lost, TG as one of the airline from Thailand was unavoidably affected by the news of Japan Civil Aviation Bureau (JCAB)[2] denied charter flight from Thailand to add more capacity due to low safety standard. Whilst, the International Civil Aviation Organization (ICAO)[3] also founded that Thailand's civil aviation has neglected international safety standard.

TG has evaluated risk into 7 factors which has significant impact to the companies; jet fuel price fluctuation risk, foreign currency exchange fluctuation risk, competition in airline business risk, external crisis and natural disaster risk, human resource quality and efficiency risk, product and service inconsistency risk, and shareholders' rights risk. Afterwards, TG has set up Strategy and Transformation Committee to plan strategies and organization reform which will be carried out during 2015-2016. The plan consisting of 3 steps and 6 strategic plans as follow;

1. Step one stop the bleeding means cease the routes that suffered from loss for long time. Change aircraft size or reduce frequencies of loss flights. For profitable routes, boost revenues.

2. Step two strength building refers to evaluate strategies and define the business position; improving revenue generation; cost reduction and consistent supervision.

3. Step three sustainable growth refers to business expansion when the company reach step two.

[1] http://publicinfo.thaiairways.com/awards/2002-awards.htm navigated on June 11, 2015
[2] https://www.thairath.co.th/content/490829 navigated on June 11, 2015
[3] http://www.komchadluek.net/detail/20150224/201856.html navigated on June 11, 2015

The later part of transformation plan is the 6 strategies to support three steps as mentioned earlier including;

1. Network strategy is to stop losses routes and generate profit in competitive advantages routes.

2. Fleet strategy is to decrease fleet types and increase fleet efficiency.

3. Commercial strategy is to increase revenue sale via various distribution channels.

4. Operating and cost strategy is to operating efficiency, service quality and lower the operating cost.

5. Organization strategy is to restructure organization into appropriate size with simple structure, and define key performance indicators and returns in order to increase employees' efficiency.

6. Portfolio strategy is to manage the business affiliate groups practice the same as core businesses.

3. Conclusion

It is clearly can be seen that the airline industry really vulnerable to any circumstances changed. Therefore, the consistent and clear strategies required in align with providing world-class customer service (exceed their expectation), using customer data in innovating new services. The leader should be clear, justified, and talent-oriented in terms of performance assessment, training, enhancing and engaging employees to meet new challenges and commit to innovation. The sophisticated technology should be employed to synthesize the volatile environments (Overholt et al., 2007). Finally, the transformation plan of Thai Airways consisting of 3 steps and 6 strategies; stop bleeding, strength building, and sustainable growth will be succeed or not depend on everyone in organization to dedicate themselves, using their utmost skills, knowledge, and engagement to their organization's value.

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ASEAN Integration Process of South East Asia: an ASEAN Economic Cooperation Study

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ABSTRACT

The region of Southeast Asia region had not been integrated with certain common rules or customs. Society in this region disconnected by forest, seas and mountain, focused more on their own respective localities than others outside their country. They retained control of the culture, political and economic development within their respective territorial spheres of influence. The Association of Southeast Asian Nations (ASEAN) was established on 8 August 1967 with the signing of Bangkok Declaration by Indonesia, Malaysia, the Philippines, Singapore and Thailand. At the beginning it was founded as a loose organization. ASEAN was build based on three principles of: Respect for state sovereignty, Non intervention in other state member internal affairs, and The non- use of force in resolving conflict.

Keywords: Integration, Globalization, ASEAN, AEC

1. Introduction

Southeast Asia is composed of eleven countries of impressive diversity in religion, culture and history: Brunei, Burma (Myanmar), Cambodia, East Timor, Indonesia, Laos, Malaysia, the Philippines, Singapore, Thailand, and Vietnam. It is also one of the most dynamic areas of the world economically, a factor which largely accounts for its growing international significance. [1]

The region of Southeast Asia region had not been integrated with certain common rules or customs. Society in this region disconnected by forest, seas and mountain, focused more on their own respective localities than others outside their country. They retained control of the culture, political and economic development within their respective territorial spheres of influence. Due to not much interaction, or interrogation of the Southeast Asian region naturally led to even more distinctive features and perspectives of each sub- regional society. The traditional rule of Southeast Asian nations, even in the face of an external threat as great as that posed by the European colonial powers later in the 20th century, met the challenge individually and not collectively.

2. Major Principles of ASEAN

The principles of the ASEAN are based on the 'ASEAN Way', which mainly respect member nation's sovereignty. The most important values of ASEAN Way is the notions of non-interference, informality and consensus building, generally supporting cautious diplomacy. ASEAN support the principles of non- interference; it respect each nation's self interest. It tries not to infringe upon nation interest in the name of the region as a whole. As a Southeast Asian organization ASEAN recognizes the diverse ethnicities, cultures, history, religion and political system accordingly it accepts and respects each nation interest.

ASEAN adheres to its informality meeting are not held regularly but on an ad hoc basis. The member's state meets when there is a need to, such as an occurrence of international disputes or urgent incident. ASEAN arrange meeting in issue by- issue- issue coalitions. There are completely no completely strict and legal procedures to strain the members and the meeting because ASEAN believes such law might be checks that curbs national sovereignty. ASEAN respects procedural significance. Generally, meeting does not end with tangible and specific results; this sometimes poses a major problem of ASEAN. This is the case it is because ASEAN value the meeting among as members as progressive and having approached nearer to solving a problem. The consultative process itself is beneficial because one of ASEAN's objectives is to promote its understanding of the norms and practices of international society to the rest of society, and the process serves this purpose well.

ASEAN's first thirty years of its existence it is a most successful regional cooperation outside of Europe, second only to the European Union (EU). From this it has become the model for regionalism in many parts of the world. ASEAN was established as the result of an elite group of policy maker who responded to clear and straight forward international structures. ASEAN came into being during the Cold War reaches its peak. ASEAN founder saw increasing regional cooperation as a means of strengthening Southeast Asia position's in the Asia Pacific area and thereby reducing its risk of becoming a victim to great power global rivalry. One of the remarkable success of ASEAN is that the ASEAN member's ability to harmonise ASEAN foreign policy and be able to speak as one voice in internationals affairs. ASEAN has worked well for many years because of its relatively low complexity involved in the political process.

In the predominantly non- democratic setting of Southeast Asia politics, peace and stability prevail not despite but because of first, the relative insulation of policy making and, second; well- defined an international structure that requires little policy adaptation over many years, these were the two pillars of quick and overall effective intra- elite policy coordination and conflict management. Also McCloud [6] stated that by 'The relative peace and quiet of ASEAN for the first thirty years of its existence has allowed political leaders, civil servants and business executives to come to know and interact with one another on a close, first- name basis in the process fostering a uniquely ASEAN non- legalistic consensual, low- key, pragmatic, approach to problem and settling issues'.

According to Khoman [7], the formation of ASEAN is the first successful attempt at forging regional co- operation was actually inspired and guided by past events in many arrears of the world including Southeast Asia; the fact that the Western powers, France and Britain, reneged on their pacts with Poland and Czechoslovakia promising protection against external aggression, was instrumental in drawing the attention of many countries to the credibility of assurance advanced by larger powers to smaller partners. The lesson drawn from such events encourages weak nation to rely more on neighbourly mutual support than on stronger state that serve its own national interest rather than those of smaller partners. This could be seen at the last ASEAN Summit in Bali, Indonesia where LPDR a predominantly small land lock country uses ASEAN to push its agenda with China regarding its constructions of its controversial dam project in the Mekong rejoin. Beside this, Malaysia also uses ASEAN to further its interest in world politics. It is stated in the Malaysian foreign policy of 2011 in KLN [8] that 'In Malaysia's foreign policy, regional cooperation has always been its major preoccupation. ASEAN remains our cornerstone. In this respect, Malaysia attaches vital importance to relationship with countries in our own

Southeast Asian region. ASEAN will continue to be the cornerstone of our foreign policy and the predominant forum for maintaining regional peace and stability through dialogue and cooperation. The peace, prosperity and stability that Malaysia enjoys today are to a large extent, due to ASEAN's role as an organisation that fosters trust and confidence amongst its member states.'

The growing mutual trust among ASEAN member and also together with the increasing convergence of interest has also seen ASEAN assuming a large and more important role in regional and international political and security affairs. The first three decades since the formation of ASEAN largely remain a network- facilitating framework for government elites. Thought the early formation years till the late 1990s the political process at both national and regional levels in Southeast Asia could be describe as static, highly centralized and one-dimensional. ASEAN has greatly benefited from its deviated performance. Due to this ASEAN has become a well established international fixture.

3. ASEAN Way

The ASEAN Way is a styled of diplomacy or it could also be said a code of conduct among the ASEAN members. Mee [13] described that In contrast to a Western, 'American' or even 'Cartesian' style of diplomacy which some Asian regards as 'formalistic' and focused on 'legalistic' procedures and solutions, the 'ASEAN Way' stressed patience, evolution, informalities, pragmatism. Also stated by Snitwongse [14] "The ASEAN Way is a distinct political process developed by ASEAN and characterised by the habit of 'consultation and accommodation' fostered by frequent interactions among members". The use of the ASEAN Way could be said when ASEAN uses the process talking to one another to solve problem and also the non- biding commitment rather than legalistic formulae and codified rules to solve problem like the European Union (EU) does. For the ASEAN Way to be affective it is important that ASEAN ministers and diplomat has good personnel relation to one another.

According to ASEAN 2011 [15], the ASEAN Way has its limitation and drew huge criticism from many scholars and also many policy makers in Asia and also from the Western powers themselves. This is so because it is not efficient and it does not solve problem, it rather add more problem to an existing one. For an ASEAN Way to work properly ASEAN need a formal institution like the EU, currently ASEAN is just a merely a talking forum without any positive action that produces concrete result. As stated by Koh [16] 'Southeast Asia could learn much from European experience of institution- building. The 1998 Asian economic crisis has shown that the ASEAN Way needs to be supplemented by a sound good institution. The time has come for Southeast Asia and ASEAN in general, to strengthen existing institution and build new one to further strengthen ASEAN'. Beside Koh, an Indonesia diplomat by the name of Jusuf Wanandi [17], he stated that 'Basically, the old principles which guided ASEAN in the last thirty years- namely on personal, non- legalistic and informal system of cooperation between state or their bureaucracies and step- by- step approach, are no longer adequate to cope with fundamental changes happening in ASEAN members country and also the Southeast Asian region. ASEAN also practices a cautious diplomacy, conflict within ASEAN members are dealt with by postponing difficult issues, compartmentalizing an issue so that it does not interfere with other arrears of cooperation. As a result of this ASEAN is not capable of resolving many issues that

arises among its members. What ASEAN is good in is that they ASEAN would push the issue aside so that this issue does not interfere in the progress of other area.

This could clearly be seen in the issue of the South China Sea. The South China Sea is a highly contested are not only among ASEAN member but also foreign power including China. Beside this, issue such as transnational crime and environmental issue are also a concern for ASEAN. But it was never address properly this is so because if the issue is brought up to one member of ASEAN. It would be considered interference in domestic issue of another member. Due to this ASEAN never fully developed into a full functional regional organization. One of the most serious issue that ASEAN faces is the recent conflict in 2010 between Thailand and Cambodia. This two ASEAN member military clashed regarding border dispute. The issue could not be solves this is so because Thailand and Cambodia regard this as an internal matter and any interferences by ASEAN is considered interferences in domestic issue. Due to this ASEAN's unity is threatened. The conflict may drift ASEAN apart, in terms of political unity it affect the progress of regional cooperation.

It could be clearly seen that the ASEAN Way could not solve the current contemporary issue that faces ASEAN members. It could be said also that the ASEAN Way itself is an impediment for ASEAN itself to grow and develop.

4. ASEAN Problems

ASEAN has much problem also; some of its problem are serious and could lead to the failure of ASEAN itself. Some of this problem's are border dispute between member's country, uncontrolled migration, and maritime disputes between ASEAN members and also with China. Southeast Asian region is rich with diversity; this includes religion, population, political system, population and geographical conditions of member's country. For example Malaysia, Indonesia, Philippines and Thailand confront serious internal ethnic, linguistic, religious division impending agreement on even a single set of national.

One of the most sensitive and taboo subject in the region is the issue regarding religion and population. Thailand is a Buddhism country while Islam is prevailing among Malay population in Malaysia and Indonesia. So for Southeast Asia to integrate, as a single organization could be a difficult task. Another kind of diversity of Southeast Asia that leads to different nation interests is the natural structure of the member's countries. Indonesia and the Philippines are archipelagoes with around 13,000 and 7800 islands respectively. Malaysia and Thailand are embedded on the Asian continent and Singapore is a small island. Transportation, communication and most importantly defense problems call for entirely different concepts and policies in a state with numerous islands and state that is located on land.

These diversity grow even more when members such as Laos, Vietnam and Vietnam. These member country brought ASEAN's original objectives into question. This is so because the political nature of these members country. Given such wide-ranging diversity among ASEAN members, it could not be as an integrated region like the Gulf State, Central American or the Western State. The numerous differences among ASEAN members have frequently made ASEAN member state difficult to agree on certain matter such as economic integration policy, ASEAN defense policy and also due to discrepancies in perceived national benefit.

Event ought the region's diversity to relates to larger grouping, diversities in ASEAN do not means necessarily lead to an effectives economics integration grouping. The Southeast Asian

region is too small to be effective as an economic integration grouping. Although ASEAN has a population exceeding the EU, its GDP size is less than 10% of its association. In addition to this, ASEAN the lack of balance between national interest and regional priorities is a major hindrance to a sustained integration as a whole. ASEAN loose structure and the rule of non- interference, along with the tendency of Southeast Asian country to preoccupy them selves with sub- regional issue, contribute to the limitation that hinder the growth of a strong community. As the members' nations have their internal problem at hand while the association does not requires them for more participation and contribution during meeting, ASEAN does not develop much.

Moreover, the very principles that ASEAN pursued; that is putting a side conflicting problems in order to prevent military confrontations. Due to this it makes ASEAN itself powerless to solve anything. From this ASEAN always practices the 'ASEAN Way' of leaving things unsolved to avoid problem among member countries. Distrust among ASEAN members remains a major problem also. ASEAN members lack the military power that is needed to form a credible bloc. Like the Northern Atlantic Treaty Organization (NATO) did for Europe. As a whole, ASEAN's diversity in various spheres checks the member state from reaching a practical agreement on specific issues. The variety of nations does not lead to much benefit from economic integration either. The principles ASEAN adhere to also deter the way to further development of the region.

The non- intervention could be said as a tool that prevented ASEAN from further progress. Many issue such as non-traditional security such as piracy in the Malacca Straits, uncontrolled illegal migration, environmental problem and transnational crime need closer cooperation between ASEAN members. Most ASEAN problem is transnational in nature and the issue of non- interferences need to be lifted in order for future progress [18], [19].

5. Implication on Asean Economic Cooperation (AEC)

SEAN leaders agreed on a shared vision of ASEAN as a concert of Southeast Asia nations, outward looking, living in peace, stability and prosperity, bonded together in partnership in development and in a community of caring society, furtherer more in 2003, the ASEAN leaders resolved that an ASEAN Community shall be established compromising on three pillars that is ASEAN Security Community, ASEAN Economic Community and ASEAN Socio-Cultural Community (Association of Southeast Asian Nation 2009).

As Severino (2009, pp. 24- 31) said the ASEAN Charter has reaffirmed the ASEAN's purpose and principles, it makes clear ASEAN objectives which are:

- An integrated regional economy, a single market, and production base;
- Regional cooperation on regional problem;
- Regional peace, security, and stability;
- A Southeast Asia free of weapons of mass destruction and non nuclear zone;
- The alleviation of poverty;
- Sustainable development;
- The development of an ASEAN identity;
- Non interference in the internal affairs of other; and
- Mutual respect for the independence, sovereignty, equality, territorial integrity, and national identity of all nations.

Every ASEAN members are working towards their strategic goal that is to follow the ASEAN charter and also cooperation with each member country.

6. Conclusion

In conclusion the region of Southeast Asia region had not been integrated with certain common rules or customs. To be integrated as one means that it is also to give up being a sole actor in the international arena. The whole region will share both positive effect and negative effect of the outcome of the integration process.

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chapter 3

Modern markets development: issues on industrial progress and interaction

Customers' satisfaction as a factor for airlines loyalty programs development (the case of Thai airways - domestic)

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ABSTRACT

The purpose of this study was to examine key factors of service quality: a case study of Thai domestic passengers who traveled in various tourist destinations of Thailand. The key factors of service included the sequential of service, timeliness of service, knowledge of service provider, personality of service provider, and satisfaction of service. A total of 400 samples were determined by Taro Yamane with a 95 percent level of confidence and a 0.05 level of significance. Statistic description included mean, standard deviation, and t-test. The findings revealed that male and female respondents were collected in the similar proportion. They preferred to travel with one baggage. Pleasure was the main purpose for their traveling which was about 75.50 percent of the respondents. All factors had a positive influence to passengers' perception of service quality, however, timeliness of service showed the highest influence whereas the personality of service provider and satisfaction of service factors showed the second and third highest influence. The overall service factor was rated with a mean of 4.63 and 0.897 SD, which was rated at a high level.

Keywords: Factors, Quality, Passengers, Service

1. Introduction

In order to facilitate a proper definition that helps to understand the meaning of service quality, it is essential to clarify the definition of service quality. What is definition of service quality? Service quality is the service performance that can enhance the level of consumers' satisfaction which can be recognized as a viable marketing strategy for firms to achieve service differentiation and consumer satisfaction (Kotler, 1997). Service quality is one of the most important marketing topics frequently studied and debated by many marketers and researchers. There are many marketing topics that are the consequence of service quality such as consumers' satisfaction, consumers' loyalty and so forth. Many marketing studies revealed that there is certainly a positive link between high customers' satisfaction from service quality and customers' loyalty. Certainly, there are many benefits of high standard of service quality such as a sustainable demand from satisfied consumers as well as a positive image from satisfied consumers. Chen and Gursoy (2001) stated in their study that consumers' loyalty in tourism can be traced back to high standard of quality. Chen (1998), who had done many researches on the international tourists and their decision making, revealed that the experience of high service quality often influence the future decision.

The important fact is service quality in business and tourism can be applied to airline business and the service that passengers received from the airline business.

The more Thai domestic passengers were satisfied with high quality of service, the more Thai domestic passengers become loyalty to a particular brand of airline business. Therefore, airline industry should be improved their standard quality of service in order to gain its

reputation and overall level of satisfaction. For instance, a marketing plan aimed to improve the standard quality of service should be a top priority. It was imperative to obtain information by conducting a survey of Thai domestic passengers in order to examine the key factor of service quality. Therefore, the focus of this study is service quality in order to find the best possible way to develop the best marketing strategy to enhance the level of service quality.

Since there is not enough research study in this topic, this study is aimed to investigate the service quality from the experience and perspective of Thai domestic passengers in the Bangkok, Thailand in order to offer the best guidelines to understand what are the most important key factor of service quality to provide a plan to create a positive attitude and positive image toward airline service quality.

2. Literature Review

There are four attribute of service quality. First, services are intangible. This means service cannot be verified and tested for quality before sale. Second, services are inseparability. This means the reality of service output is one big component that consumers are involved in the production process of the service. Third, service is heterogeneity. This means the quality of service can vary within each employee or each service provider. Fourth, service is perish-ability. This means service cannot be stored for another period of time. The study of the main factors influencing service quality, a case study of Thai domestic passengers in Thailand, was based on an adaptation on products and services of business and service quality theory.

It is therefore imperative to understand the factors that can satisfy passengers to select the same brand of airline again and again. When international tourists keep flying the same airline, they are the loyal passenger. Next question, how to enumerate the benefits of having loyal passengers? Shoemaker and Lewis (1999) who stated that loyal consumers lead to steady revenue as well as free positive word of mouth advertising. Satisfaction from high service quality is an important condition for airline business to gain loyalty

3. Methodology

The purposes of this study were to investigate the key factors to service quality: a case study of Thai domestic passengers who traveled in major tourist destinations in Thailand. The influencing factors can connect to quality of service. A total of 400 samples were determined by Taro Yamane with a 95 percent level of confidence and a 0.05 level of significant. Statistic description included mean, standard deviation, and testing the relationship of factors at the 0.05 level of significance. Likert five-scale questions were chosen to measure the importance of the main factors of service quality. Thailand was chosen as a major area of study and to collect information. The target population was Thai domestic passengers during the year of 2014. The Sample size for this study took a total time of collection duration of three months. The random sampling and quota sampling method were utilized to obtain 400 samples. A Thai questionnaire was utilized as the research tool for collecting data. For the validity and reliability, three experts were required to conduct the IOC test. Moreover, the total of 20 pilot samples was tested to achieve a Cronbach Alpha value of at least 0.70.

4. Findings

The findings of this research study revealed vital demographic information, male and female respondents were collected in almost the same proportion, or 49:51 respectively. The majority of respondents had the age between 30-40 years old. About 55 percent of the respondents were reported as single, 33 percent were married, and the remaining of were either divorced or widowed. Also, about 59 percent of the respondents had an undergraduate degree. The majority of respondents or about 85 percent would be considered to be a good middle class of Thailand with an average of monthly income between 25,000-30,000 baht per month. The majority of respondents were from big cities such as Chiang Mai, Udon, and Song-Kla. Pleasure was chosen as the main purpose for their traveling which was about 75.50 percent of the respondents. All the main factors indicated a positive influence to service quality. The key factors of service included the sequential of service, timeliness of service, knowledge of service provider, personality of service provider, and satisfaction of service. All factors had a positive influence to passengers' perception of service quality, however, timeliness of service showed the highest influence whereas the personality of service provider and satisfaction of service factors showed the second and third highest influence. The overall service factor was rated with a mean of 4.63 and 0.897 SD, which was rated at a high level.

5. Discussion

From the findings, it can be concluded that the majority of respondents had rated the overall importance of the factors at a high level of importance since the overall mean is 4.63 which is more than 4.5. Timeliness of service factor was rated with the highest ranking level of importance. Even though the service quality factors generally received good level of positive attitude, there is still a room for improvement in order to enhance the standard of service quality of airline business. Certainly, there is a need for airline industry of Thailand to provide a new and better control quality standard of service quality in order to compete with ASEAN nations in terms of quality. Moreover, there should be brainstorming between public and private organization of airline business to set up guidelines for quality service. This is because standard and excellent services will lead to the increase of Thai domestic passengers' satisfaction and revisit.

6. Future Studies

In order to get more specific results, the future research should survey inbound tourists based on their country of residence to obtain representative opinions and perspectives from a variety of inbound tourists in Bangkok, Thailand. Then, the findings may be able to generalize to obtain a meaningful tourists' loyalty. Future research should use a stratified sampling and random sampling technique with a diverse group of inbound tourists and try to increase a variety of sample size if time and budget is permitted. Moreover, future studies should use small group interviews with an in-depth interview to investigate the reasons behind their level of satisfaction in each factor of visiting Bangkok, Thailand.

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The effect of midnight sale promotion strategy on purchase decision (Survey on Big Malls in Bandung city)

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ABSTRACT

Midnight sale promotion strategy is one of the latter strategy choices which is often adopted by retailers including malls in Bandung city. The intention of doing the midnight sale promotion strategy is to sell goods in large amounts in short time through massive price cuts.

The purpose of this study is to determine how the consumer response about midnight sale promotion strategy, to determine how consumer response on purchasing decisions at midnight sale, as well as to know how much the influence of midnight sale promotion strategies on consumers' purchasing decisions.

In this study, the method which was used is descriptive and verification method. While the method of analysis which was used in this study is simple linear regression method, correlation and coefficient of determination analysis with the samples which were taken are the consumers who visit big malls in Bandung city.

The results from this study is that the implementation of midnight sale promotion strategy which was conducted by big malls in Bandung city was rated good by consumers, while the purchase decision itself was considered fairly good by the respondents. There is a strong relation between midnight sale promotion strategy with the purchase decision. This means that the increase in variable value of midnight sale promotion strategy is accompanied by an increase in Purchasing Decision value at big malls in Bandung city.

Keywords: Midnight Sale Promotion Strategy, Purchase Decision

1. Introduction

Bandung city has some big malls. There are 4 malls which can be categorized as a big mall, Paris Van Java (PVJ), Trans Super Mall (TSM), Istana Plaza (IP) and Bandung Indah Plaza (BIP). It is noted that all the big malls in Bandung do midnight scene shopping promotion strategies which is often called midnight sale.

Midnight sale promotion strategy is lately used by several malls in Bandung to increase their sales. Consumers often feel pampered with this promotion strategy. Moreover with the discounts it gives, sometimes it can reach up to 80%. It is increasingly attractive to consumers flocked to the mall, especially for shopaholic consumers. The midnight sale strategy usually starts at 11 pm to 12 pm even up to 1 am.

Midnight sale strategy is a part of a company marketing strategy that can affect consumers' psychology in driving very large purchasing decisions (Chen-yu Kincade, 2001).

Based on the background, the objectives of this research are:

- What the response of consumers about midnight sale promotion strategy is.
- What the response of consumers about purchasing decisions on midnight sale is
- How much the influence of midnight sale promotion strategy on consumers' purchasing decisions

2. Midnight Sale Promotion Strategy

Midnight sale or often called midnight shopping is a sale activity program at midnight. This activity usually takes place outside of normal shopping hours and is held around midnight or early morning. The midnight sale duration varies of 2 days, 1 day and it is most often held for 3 days. Along with this Sudarwanto argued midnight sale is "a program with discount promotion at midnight". (Tri Sudarwanto, 2009: 41).

Tri Sudarwanto (2009) revealed several factors that can affect *Midnight sale* promotion strategy, they are:

- Service (An attempt to help in preparing or taking care of what is needed by others)
- Products Quality (An attempt to determine the expected excellence level and control over the usefulness level of the product to fulfil the consumers' desires)
- Discount (A form of offers to consumers as austerity measures from the regular price of a product that is deducted on the label or packaging)
- Security and Convenience (A situation in which a person feels serenity when performing an activity without any sense of worry)
- Advertisement (An efficient way to achieve a number of buyers who are scattered at low cost for a one time appearance)
- Personal Selling (The most effective tool in the final stage of buying process, especially in building preferences, beliefs and actions of potential buyers)
- Public relations (The program that is designed to promote or protect the image of a company)
- Promotion (Form of communication that is made to move a person or organization to act that creates the exchange).

Service, at midnight sale event which certainly has a longer operating hours compared to other sales, friendly and courteous service by employees is needed as salesperson is able to provide an explanation of what consumers need, the cashier is able to serve customers friendly even with certainly long queue cashier conditions. Besides a neat way of dressed from the employees can also make a different impression from other retailers that also organizes midnight sale.

The product quality, retailers must provide and guarantee the product quality remains good despite of a midnight sale which is given so that consumers do not hesitate in buying the products it sells. For example in the hypermarket retailer, it can still keep fresh products such as fish, meat, fruit, etc. in a state that is still fresh although at night. In the fashion retailer both up to date until the out of date products must still maintain the quality of its products, for example with regard to the quality of discount prices shirt and trousers, whether they are appropriate for sale or not. If the quality of fashion is unfavourable and up to date then the retailer can make it as a gift

for the consumer when it reaches a certain spending targets, as well as to provide large discounts on the products, and so on.

Discounts, in the midnight sale event the discount which is given is large enough, it can reach more than 70%. This is what distinguishes midnight sale promotion strategy with other discount programs, due to the discounts provisions that are brave enough to make consumers flocked to come at midnight sale event.

Safety and comfort, the retailer must be able to provide security in the store, especially during the midnight sale program, it is the security provision which is much more than usual to keep in a certain region that is prone, cctv is available to avoid the theft of internal and external parties, besides the additional facilities that can make consumers feel comfortable while shopping such as: adequate lighting, a spacious place, neat display of goods, air conditioning (AC), and other elements that can support consumer convenience.

Advertising, it can be done through print media such as newspapers, magazines, catalogues, and so on. It can also be done through electronic media such as television, radio, internet, and so on. When it will hold a midnight sale, of course, retailer also has to inform consumers through advertising in order to know when and where the midnight sale is held.

Personal Selling, on midnight sale program salesperson contributes a great deal in the buying process. Longer operating hours make consumers feel more freedom to fully inquire about the products on discount. Salesperson should be able to explain and give suggestion so that consumers are interested in buying the product concerned.

Public relations, the retailer should be able to build a good relationship with the community that in one day it does not happen negative WOM (word of mouth) in the community which will be able to drop the image from the retailer itself. Midnight sale that is held both in terms of employees who are assigned to the store atmosphere that is displayed well so that it does not cause negative impression among the public later.

Promotion, at midnight sale it absolutely gives large discounts that make consumers interested in coming to the midnight sale venue.

3. Conclusions

Consumer feedbacks about midnight sale promotion strategy are in the category of "Good". It is seen from the number of respondents who had agreed to midnight sale promotion strategy which is implemented by big malls in Bandung city, thus it can be said that The Malls in Bandung city has been successful in implementing midnight sale as one of the promotion strategy. But there are several problems associated with this midnight sale strategy activity. The expected great discount which consumer expected to obtain, it was not great enough, and only in a few products which are generally not up to date products so that it changes the consumers to make purchasing decisions, then the lack of SPG officers so that consumers do not know the full privileges of the midnight sale program.

Consumer feedbacks about purchase decision on midnight sale promotion strategy are in the category of "Pretty Good". Through a total responses score of 7 questions based on purchase decision variable it can be seen that the respondents based on purchase decision is included in the category of "pretty good". The number of customers who came at midnight sale program is not all doing the purchasing process, some of them were only dropping and some are just visiting and sightseeing. So even if the variable previously is declared “good”, midnight sale promotion

strategy, in reality not all consumers make purchases. This is due to the characteristics of different societies and different atmosphere and environment as usual. On midnight sale, people who are coming are more diverse and varied not only dominated by the residents who live but it is general moreover with the state before midnight. Sometimes it is easy to change the perception of consumers who initially will buy the product becomes will not buy because there is unexpected influence. Through a total responses score of 7 questions based on purchase decision variable it can be seen that the respondents based on purchase decision is included in the category of "pretty good".

The big influence of midnight sale promotion strategy on purchase decision showed a significant effect.This means that midnight sale promotion strategy variable provides a strong effect by 59.7% on purchase decision variable, and the balance of 40.3% is the effect of other factors which are not examined by the authors in the study such as displays, gifts, coupons, services, and others.

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Marketing Factors in Museum Economy: A Case Study of Saisuddha Nobhadol Museum, Bangkok, Thailand

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ABSTRACT

This study aimed 1) to explore the decision making and behaviour of Thai visitors in visiting the Saisuddha Nobhadol Museum in Suan Sunandha Rajabhat University; 2) to investigate the museum marketing factors that influenced visitors in visiting the museum; 3) to find out visitors' opinion on the museum development; and 4) to compare differences of decision making behaviour among the respondents of different demographic factors. The finding revealed the top three factors of each 4P that influenced the respondents' decision making as follows: the museum's unique architectural style, its fame as the old palace, and the fame of the university, for the product mix; the museum's opening to public with free of charge, value- for- money of the visit, and discount for group visit, for the price mix; the museum's location in vicinity of government offices, its location in the old quarter of Bangkok, and its linkage with other attractions nearby, for the place mix; and lastly, the development of programs that link with Vimanmek Palace nearby, the development of souvenirs, and organizing the university's annual events/ festivals, for the promotion mix. Suggestions proposed for development of the museum were also made.

Keyword: Marketing Factors, Museum, Saisuddha Nobhadol Museum

1. Introduction

Saisuddha Nobhadol is one of 32 historical buildings built in Italian Renaissance style (Mankatitham, 2008), located in an area that was called the Sunandha Palace. Saisuddha Nobhadol is among the 6 buildings that have remained until today and have received continuing restoration. The building is located in the campus of Suan Sunandha Rajabhat University, Bangkok, Thailand. It is significant because of its colonial- styled architecture and being a former royal residence of H.H. Princess Saisavali Bhromya, the royal consort of King Rama V. The construction of the palace followed King Rama V's initiation to use the palace as his private garden and the residence of his consorts and daughters. Later, the residence became the learning centre for all ladies- in- waiting who were to be trained as the perfect ladies (Kiatrasamee, 2008). The building at present has been transformed into a museum and acts as the Art and Cultural Centre of Suan Sunandha Rajabhat University, where a collection of antiques and over 100 paintings of flowers all being more than 80 years old are displayed. The building comprises a bedchamber, dressing room, and a foyer connecting with the porch.

2. Methodology

This research paper aimed to explore the decision making and behaviour of Thai visitors to the Saisuddha Nobhadol Museum in Suan Sunandha Rajabhat University; to investigate the museum marketing factors that influenced visitors in visiting the museum; to find out visitors' opinion on the museum development; and to compare differences of decision making behaviour among the respondents of different demographic factors. The population of the study was Thai visitors, who visited Saisuddha Nobhadol Museum during June and August, 2012. Simple Random Sampling method was applied; a total of 153 samples were collected. Self-

administrated questionnaire written in Thai was employed. A five- point, Likert- type scale from the most important to the least important was used for identifying which marketing factors were the influencing determinants for the visitors in making a decision to visit the museum. The traditional 4Ps marketing mix was used, which were operationalized as demonstrated in Table 1. Two types of statistics were utilized in this study. Descriptive statistics included frequency, percentage, mean and standard deviation; whereas inferential statistics used to test the hypotheses included Independent- sample t- test, analysis of variance (One Way ANOVA), Least Significant Difference or LSD post hoc test, and Chi-square.

3. Findings

The findings of the research revealed that most of the respondents or 60.8 percent visited a museum once a year. Their information source was websites related to museums, making 52.29 percent, followed by inquiring from others, at 16.34 percent. The findings revealed that most of the respondents did not know about Saisuddha Nobhadol Museum, counting 74.5 percent. Those who knew about this museum reported they knew this museum from the main website of Suan Sunandha Rajabhat University, 39.2 percent, followed by from friends and colleagues, 37.9 percent. Concerning the purposes of visiting the museum, the study revealed that they visited the museum while attending seminars held by the university; and during their seminar stay, visited to appreciate the collections displayed, and for collecting and studying information about history, art and culture, making 36.6, 30.1, and 25.5 percent respectively.

When investigating the marketing factors that influenced the respondents' decision making, using the scale of importance; the study presented the finding that all marketing factors were ranked "highly important", and could be ranked from highest to lowest as follows: promotion (M = 3.980, SD = 0.820), price (M = 3.920, SD = 0.850), product (M = 3.890, SD = 1.000), and place (M = 3.870, SD = 0.870). The ranking also reported the top three factors of each 4P that influenced the respondents' decision making as exhibited in Table 2. The product factor presented its unique architectural style, its fame as the old palace, and the fame of the university. The price factor presented the museum's opening to public with free of charge, value- for-money of the visit, and discount for group visit. The place factor reported the museum's location in vicinity of government offices, its location in the old quarter of Bangkok, and its linkage with other attractions nearby. Lastly, the promotion factor reported the development of programs that link with Vimanmek Palace nearby, the development of souvenirs, and organizing the university's annual events/ festivals.

The utilization of the Chi- square to test the relationship between the museum marketing factors and the decision making to visit the museum unveiled more than one item in all factors, excluding the price factor, had a significant relationship with the visitors' decision making to visit. Product mix included a provision of information, the fame of the museum as an art and culture training centre, the old palace, and the inner court culinary art. Place or distribution channel reported the museum located in the old quarter of Bangkok, the museum's linkage with other attractions nearby, convenience of travel both by road and river, and emailing campaigns during special occasions. Promotion mix presented activities that could be created to promote the museum and its image, including handicraft trainings for women, development of virtual tour, souvenirs, FAM trips, and museum- related and academic seminars.

Table 1. The Top Three Influential Factors of Saisuddha Nobhadol Museum, Ranked in each 4P

4Ps	Factors		$\bar{x}$	S.D.
Product	1.	Unique architectural style	4.140	2.475
	2.	Its fame as the old palace	4.130	.864
	3.	The fame of the university	4.050	.814
Price	1.	Open to public with free of charge	4.060	.905
	2.	Value- for- money of the visit	3.910	.825
	3.	Discount for group visit	3.850	8.41
Place	1.	The museum located in vicinity of government offices	4.070	.840
	2.	The museum located in the old quarter of Bangkok	4.010	.795
	3.	The museum's linkage with other attractions nearby	4.010	.835
Promotion	1.	Development of programs linking with Vimanmek Palace	4.050	.776
	2.	Development of souvenirs	4.050	.801
	3.	Organizing the university's annual events/ festivals	4.010	.795

In terms of opinions towards the museum development, the findings, shown in Table 3, presented the respondents' opinions for the development of the following items, ranked from the most selected to the least selected: 1) establishing a restaurant that serves royal Thai cuisine (M = 0.590, SD = 0.612), 2) providing relaxing areas (M = 0.570, SD = 0.497), 3) developing souvenirs and shopping zones (M = 0.500, SD = 0.502), 4) opening coffee shops near the museum (M = 0.490, SD = 0.619), 5) occasionally organizing light and sound or traveling exhibitions (M = 0.470, SD = 0.501), 6) providing a parking lot (M = 0.460, SD = 0.500), 7) providing Rattanakosin costume dress- up and photo service (M = 0.440, SD = 0.499), 8) providing tourist guide service (M = 0.440, SD = 0.499), and 9) designing tour programs in connection with the tourist attractions nearby (M = 0.390, SD = 0.488).

The test of the differences in the decision making behavior among the demographics indicated that there was a difference between male and female in receiving information about the museum and in the purpose of visit. An analysis of variance revealed the findings that the respondents with different age, income and education had different behaviours in terms of frequency of museum visits, searching information, receiving information, purpose, and decisions to revisit.

Table 2. Rank of Museum Development

Items of Museum Development	x̄	S.D.	Rank
1. Establishing a restaurant that serves royal Thai cuisine	.590	.612	1
2. Providing relaxing areas	.570	.497	2
3. Developing souvenirs and shopping zones	.500	.502	3
4. Opening coffee shops near the museum	.490	.619	4
5. Occasionally organizing light and sound or traveling exhibitions	.470	.501	5
6. Providing a parking lot	.460	.500	6
7. (1) Providing Rattanakosin costume	.440	.499	7
dress- up and photo service	.440	.499	7
(2) Providing tourist guide service			
8. Designing tour programs in connection with the tourist attractions nearby	.390	.488	8

4. Limitation and Future Studies

A limitation of this research concerned a small sample size due to the time constraint. Future research may concern a study of capability of Saisuddha Nobhadol Museum to be developed as a tourist attraction similar to the nearby palace museums for instance Vimanmek Palace, Parus Gawan Palace and Arts of the Kingdom Museum (Ananta Samakhom Throne Hall), and a development of touring route of related museums in the Old Bangkok. Additionally, a second phase of the same research may be conducted after an art and cultural tourism development plan to be implemented to Saisuddha Nobhadol Museum, in order to explore visitors' experience and satisfaction towards the museum.

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Factors Contributing to the Success of Customer Relationship Management: A Case Study of Hotels in Bangkok, Thailand

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ABSTRACT

The purpose of this research was to investigate which factors are important in contributing to the success of customer relationship management of hotel business, in Bangkok, Thailand. Since the success of customer relationship management means the increase of customers' satisfaction, it is imperative to know what could be the factors of success for customer relationship management. The population of this study included hotel staff and low level of management who were working in hotels in Bangkok during the summer of 2013. A total of 200 respondents answered a set of questionnaire, the data were complied by using SPSS program. Mean and Standard Deviation were utilized in analyzing the data. The findings revealed that the mean average of importance was 3.88, and the standard deviation was 0.78. Moreover, the mean average can be used to rank the level of importance for each factor as follows: 1) The marketing strategy and tactics, 2) The relationship among staff and other departments, 3) Type of leadership in the organization, 4) The organization culture and business practice, 5) the organization structure and organization chart, 6) The information technology and infrastructure, 7) The goal and direction of the firm, and 8) the training provided by the organization.

Keywords: Factors, Customer relationship management, Satisfaction, Success

1. Introduction

Hotels and transportation are both important businesses that help to increase the tourism industry. Whenever, there is a boom of tourism, there is a boom for the hotel and transportation business as well. Tourism in Thailand is expected to growth steadily in the future despite the ups and downs of political upheaval. The hotel business must have a competitive advantage in terms of customer relations to be able to compete in a very competitive hospitality industry of Thailand. The concept of customer relation management (CRM) was created to find ways to serve customers effectively and aimed to increase the customers' satisfaction, especially in the service industry. CRM are activities performed by an organization concerning the management of customer relationships. It is considered as an important marketing activity to build up a positive long-term relationship with customers with the objective of long-term profit. In order to have success with CRM, an organization needs to collect customers' information and focus on two-way communication. The idea is to create customer loyalty. The word customer loyalty means customers have confidence with the organization's product and service. They, customers, are currently purchasing the products and services and will purchase more in the future. They are

also willing to recommend other people to be customers. CRM is an innovative way to create a good relationship with current customers, to obtain new customers, and to retrieve old customers from our competitors.

CRM can be understood as a business philosophy or business strategy that focuses on knowing customers and to be able to serve them better in order to keep them loyal. The objectives of CRM are to increase customer satisfaction and customer loyalty by offering a close relationship with a highly responsive and customized service to each customer. The strategic type of CRM was designed to create a customer-centric business culture by offering a better value over competitors and to invest the organization's resources to create long term customer relationship.

Even though there are many benefits of CRM, if it is implemented successfully, there are high rates of failure. The key to success of CRM includes three main components: people, process, and technology. Nowadays, the understanding of CRM is still limited. Therefore, this paper was aimed to investigate one dimension of the CRM to provide more knowledge and understanding of CRM in the hotel industry.

2. Methodology

The aim of this study was to investigate the level of importance of factors that contribute to the success of customer relationship management. The population of this study included low levels of management and staff members of hotels in Bangkok. The sample for this study consisted of 200 respondents who were working for hotels in Bangkok, Thailand during summer of 2013. Hotels in Bangkok were chosen as a main area of study because it provided good demographic in which a variety of samples could be obtained. The sample size of 400 respondents was determined by Taro Yamane table with a 0.05 level of significance. Since there was limited time, only 200 respondents were chosen for this study. The data collation was done via an English questionnaire to elicit respondents' answers. There were three parts to the questionnaire. Part one was about the demographic information of the respondents. Part two was about level of importance in each factor that contributed to the success of CRM and part three, was about comment, and suggestions. The validity of each question in the questionnaire was tested using Item-Objective Congruency or IOC index. Also, 30 respondents were tested in advance to find ways to improve the questionnaire in order to obtain an acceptable Cronbach Alpha Coefficient of more than 0.70 for each question.

3. Findings

The sample demographic characteristics revealed that more female than male respondents were sampled with a ratio of 65:35 which may indicate that there are more female staff in the hotel business than male staff. The staff group made up 75 percent of the sample and the low level management group made up 25 percent. The majority of staff had an undergraduate degree while the majority of the low level management had a graduate degree. The majority of the staff and low level management who were working in the hotels could understand English enough to answer the questionnaire in English.

In addition to the demographics, the findings were used to reveal the main results from the data analysis concerning the question: How important is each factor in contributing to good

customer relationship management? The findings were generated from the opinions of sample group of the 200 respondents are as follows:

From TABLE I, the mean score can be used to rank the highest to the lowest concerns as follows: 1) The marketing strategy and tactics, 2) The relationship among staff and other departments, 3) Type of leadership in the organization, 4) The organization culture and business practice, 5) the organization structure and organization chart, 6) The information technology and infrastructure, 7) The goal and direction of the firm, and 8) the training provided by the organization. Also, the mean score of all categories is 3.88 with a standard deviation of 0.78 which indicated that the average level of importance is medium.

Therefore, according to these results, the two most important activities of an organization in offering two-way communication with the customers are effective marketing and internal communication.

TABLE 1 - Level of Importance

	Mean	*S.D.*	*Rank*
Factors			
1.The organization structure and organization chart	3.84	.71	5
2.The organization culture and business practice	3.87	.65	4
3.Type of leadership in the organization	4.01	.69	3
4. The information technology and infrastructure	3.75	.84	6
5. The training provided by the organization	3.69	.77	8
6. The goal and direction of the organization	3.72	.86	7
7. The marketing strategy and tactics	4.12	.80	1
8.The relationship among staff and other departments	4.10	.95	2
All categories	3.88	.78	

4. Limitation and Future Studies

The main limitation of this paper came from the use of only a quantitative technique. As a consequence, the findings may not be fully integrated with the knowledge of CRM. Therefore, future research should use both quantitative and qualitative technique. Also, future studies should cover not only the level of importance of each factor but also the reasons that participants are satisfied or are not satisfied with any other factors. Then, it will possible to develop more general marketing strategies that are suitable to increase the success level of CSR.

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Important Market Factors Influencing Domestic Passengers' Decision to Patronage Thai Airlines

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ABSTRACT

The objectives of this research were to investigate the decision of domestic passengers who frequently flied with Thai airlines and to examine important market factors which could influence the decision making of domestic passengers who frequently patronage Thai airlines. This paper utilized mainly a quantitative research technique. A total of 400 Thai airlines' passengers were approached and interviewed via Thai questionnaire. The findings revealed that respondents were male and female at a similar proportion with the majority having an undergraduate degree, working for private sector, and had income in the range of 25,000 -35,000 baht per month. The main decision to choose Thai airlines was the national brand name and high service quality. In addition, the findings also revealed that the first three market factors influencing the decision of the respondents to patronage Thai airlines were national brand name, high service quality, and promotion price.

Keyword: Influencing, Market Factors, Thai Airlines

1. Introduction

Thai airlines had dominated the Thai airline industry the many decades in the past due to its national brand name and reputation for high standard of service. However, the coming of low cost airlines reduces the domestic market share of Thai airlines significantly. the In other words, the low cost carrier focuses on low cost strategy by managing cost effectively and efficiency than the regular airlines and be able to pass the low cost to the passengers. The popularity of low cost airline implies that low price and mediocrity service quality is more important factor than high price and high service quality. In fact, the growth of low cost airlines in ASEAN members has shown that they can successfully compete with full service carriers, especially in the area where demand is highly price sensitive, especially during an economic downturn or recession. Moreover, whenever the price gap between low cost airline and full service airline is widened, it is certainly a time for an increasing demand for low cost airlines. However, low price alone is not a sufficiency factor; there should be other market factors that can increase passengers' level of satisfaction that can contribute to the success of airline industry. The research finding of this study can be implemented to create airline marketing strategy to improve Thai airlines' performance in a sustainable manner. This research paper was aimed to investigate the behavior of Thai passengers when they make decision to purchase Thai airlines and to examine the market factors which influence their decision in choosing Thai airlines. The important market factors included product, price, channel of distribution, promotion, people, process, physical environment, and product and quality.

2. Literature Review

In general, there are many ways to define consumer behavior and service quality. For instance, Siriwan Serirut (1999) explained that it was possible to use 7 simple questions to ask questions in order to investigate consumer behavior. These questions included: Who are the main tourist

target market? What exactly tourists want to purchase?, Why do tourists purchase?, Who involve in the purchasing process?, When do tourists purchase?, Where is the tourist market?, and How do tourists feel during the post purchase?. Consumer behavior can be defined as the behavior regarding decision about purchasing and consuming the products or services which include the before and after purchasing decision. The behavior often includes activities and purchasing process such as where to buy, when to buy, and how much to buy (Knosiri, S., Boripat, V., and Noknoi, J., 2005). Serirat, et. al. (2003) suggested the proper way to analyze consumer behavior is by using 6 W questions and 1 H question. These important market questions can also be explained by using the market concept of Philip Kotler (2003). The first W question is who is in the target market? This question asks about the demographics of target customer. The second W question is what does consumer buy? This question asks about the product components that consumer really wants to buy. The third W question is why does the consumer buy? This question asks about the objective or the purpose of buying the particular product. The fourth W question is who participates in the buying? This question asks about the role of people around the consumer who might have any influence on the decision of buying. The fifth W question is when does the consumer buy? This question asks about timing and occasion of buying the particular product. The sixth W question is where does the consumer buy? This question asks about the distribution channel of where the consumer can get the product or service. The H question is how does the consumer buy? Moreover, many studies recommended that there should be three special questions to investigate the topic of quality. It is necessary for this paper to identify important factors of service quality. SERVQUAL is an important topic of service quality. This is because the idea was based on the original research on quality which has been known from many researchers all over the world. The service quality was based on the famous theory of SERVQUAL which was developed and improved many times in many papers by the classic research papers of Parasuraman, Zeithamal and Berry (1993) (1999). The service quality can be defined as the gap between the service quality that passengers hope to get and the real experience of service received by passengers. The big gap implies the low passengers' satisfaction while the small gap implies the high passengers' satisfaction. Hence, the service quality means the measurement of level that passengers can be satisfied with the service quality in which the original measurement was designed to measure 22 important service items in five important areas of service which included assurance, empathy, reliability, responsiveness, and tangibility.

3. Methodology

The study of market factors influencing the decision of passengers in patronage of Thai airlines was based on quantitative method. Since the population of passengers of Thai airlines was unknown, this research paper utilized the sampling method of Taro Yamane (1967) to obtain 400 samples. The data was collected at both Don Muang and Suvanabhumi international airport. The Thai questionnaire utilized in the study aimed to collect their opinions and comments which comprised four main parts. The first part of questionnaire included the questions of demographics such as gender, age, level of education, level of income, and occupation. The second part of questionnaire included the behavior of domestic Thai passengers such as how often they fly Thai airline, what time and when do they fly, and etc. The third part of the questionnaire included the influence of the market factors to their decision to Thai airlines. The

fourth part was about comments and opinion from the domestic passengers. Moreover, in order to obtain a high standard of validity and reliability, IOC test was performed and each question in the questionnaire was approved by three experts in the field of Airline and Tourism business research. Moreover, 20 pilots were conducted that each question was tested until it passed at least 0.70 of Cronbach alpha.

4. Findings

The demographic findings of this research paper revealed that male and female respondents were at the same proportion or 51:49, between 25 - 35 years of age. Most were married with children. The majority earned at least undergraduate degree as the highest level of education. The majority of them are working for private sector. Most of them have an income per month between 25,000- 35,000 Baht per month. The majority prefer to buy ticket during the promotion week via internet which has an open date. They prefer to travel late at night or early in the morning while the price is cheaper than regular time. The frequency of traveling Thai airline was 4-6 times a year. The respondents' attitudes towards the marketing factors indicated high level in the national brand name. The findings also revealed that the main decision for the respondents to choose Thai airline was national brand name which implies high service quality. Also, the findings indicated that the first three market factors influencing the decision of the respondents to patronage Thai airline was national brand name, high service quality, and promotional price**.**

5. Recommendation

Since the most three important factors were national brand name, high quality service, and promotional prices, there should be a strategic marketing plan developed from this finding. For example, the advertising and promotion should focus on a special promotional price, the proud to fly with national airlines, and the high service quality. The high demand comes from mainly promotional price which can compete with other low cost airlines. Therefore, there must be an important cut on unnecessary costs without losing the necessary quality. Moreover, since the majority of the passengers are in the age between 21-40 years old, there should be a marketing campaign directly on this target group which may have a different need and want from other groups. There should be a marketing campaign with other products and services.

6. Future Studies

The main limitation of this research paper was due to the fact that this paper was conducted in the one dimension of service quality which was the perception dimension and without the inclusion of the behavior dimension. Therefore, future research should cover both behavior and attitude dimensions. Also, a simple random sampling technique as well as stratified random sampling with a diverse group of passengers should be sampled. Moreover, future studies should be considered the use a mixed method or both qualitative and quantitative. An in-depth interview and focus group should be used in order to find the insight reasons behind passengers' decision to patronage Thai airlines

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chapter 4
Human and educational sources for modern economy progress

Performance management systems in increasing business school competitiveness

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ABSTRACT

The increasing competition gave rise to a growing interest in quality improvement and in designing and implementing performance measurement system (PMS). The study aim to provide comprehensive design of PMS and determining variables and performance standard that should be considered in managing business school in achieving competitive advantages through building a robust foundation, finding appropriate basic information, and deploying suitable design PMS in day-to-day operations. The study presents appropriate and simple framework and stages that business school can easily adopt to manage performance and relate them to the institution strategic performance measurement.

Keywords: accreditation schemes, PMS, business school, global competitiveness.

1. Introduction

Following the similar attention on corporate organizations, issues relating to performance management system have been on solemn agenda of business school institutions for last two decades (Azis et al., 2014). Moreover the increasing competition both in the public and private sectors including in academic organizations gave rise to a growing interest in quality improvement and in designing and implementing Performance Measurement System (PMS) (Franceschini & Turina, 2013). Furthermore Sarrico et al. (2012) found that self evaluation and performance management are not well developed in school institution. This issue magnifies by having focus on target achievement and rewards gave performance management a negative hallo effect, to detriment of its knowledge and improvement role (Brudhan, 2010).

On the other hand, Brudhan (2010) also noted that research and application of performance management principles is difficult due to the lack of standard regarding the definition, classification, and usage of specific tools. It is difficult since it should integrates lot of systems, such as performance system, a cost system, a capability evaluation system, a benchmarking system, or a planning system (Taticchi et al., 2010). In fact, measurement and improvement are often built without a clear understanding of what is being measured or improved (Tangen, 2005), while Bouckaert and Halligan (2006) also noted performance management lacks a coherent treatment that explicates its significance, analyses their several dimensions as a working system and challenges its shortcoming.

Accordingly business school should be prepared to operate in a competitive education market. Such competitive component regarding the graduate competences, lecturer, infrastructures, service and management, and internationally standard of assessment should be noted and improved. Hence the international collaboration among business schools is need in increasing quality of student, research, graduate, teaching-learning methods, curriculum, and so on. Even Gherghina (2009) pointed out the reform of the system is necessary need to adapt the demands of modern society, constantly changing, and also by bringing quality standards and performance. Taticchi (2010) pointed out that the systems development need to meet challenges faced in the current environment. In addition higher education institutions should be focused on

major restructure and reform in a search for greater efficiency, effectiveness and accountability by having a policy to increase efficiency and reduce cost through amalgamations, downsizing and changes in delivery and accountability (Morris, 2007).

PMS should be applicable for managing business school quality, however such limitation has become the failure factors to integrate PMS within a broader system of management (Bouckaert & Halligan, 2006), and whether it is realized or not the factors are derived internally, such maturity of the system, the structure of the organization, organizational culture, management style, competitive strategy, the infrastructure of the information system, or the uniqueness characteristics of organizations, functions, or business units (see Bourne et al., 2012; Gomes et al., 2007). Additionally, the limitation also involves a variety of forms, such as driver versus outcome measures, subjective/ qualitative versus objective/ quantitative measures, internal versus external measures, and financial versus non financial measures (Ittner & Larker, 2001); Kaplan & Norton, 2001).

2. Key Results

The paper shows the PMS framework for business school. There are one prerequisite (Level 0): school environment and three perspectives (Level 1 to Level 3): organizational result perspective, internal process perspective, resource capabilities perspective. The *organizational result perspective* is grouped as strategic performance management since these perspectives are concerned with the strategic decision making while the remaining two levels are grouped as operational performance management because these parts are more concerned with day to day operational matters.

Level 0 is school environment consists of three information namely organizational environtment information, financial and market information, and product information. Level 1 is organizational result consists of eight main performance variables namely financial (8 indicators), academic (7), brand (5), industrial partnership (4), institution partnership (6), student satisfaction and loyalty (10), industrial acceptability (7), and internationalization (6). Level 2 is internal process perspectives consists of four main performance variables namely teaching and learning (13 indicators), research activities (9), community services (6), and administration (13). Level 3 is resources capabilities perspectives consists of six main performance variables namely lecturer and staff (6 indicators), student (6 i), library- books and journal (6), stakeholder (2), technology (7), and management practice (16).

The model shows that business school PMS should relate performance for the entire level strategy, from top to first line management. That's why this PMS should consist of set well-defined and measurable criteria. Hence the these principles are taken as the basic thinking for developing the PMS and for determining appropriate variables: (1) the chosen performance variables must comprehensively represent the system of the business school that they try to measure and easily understood by all member of institution, (2) the standard of performance for each criterion should be complemented by procedures to compare actual performance achieved to standards provided, (3) Business school PMS should focus on how the institution is currently performing and indicate where it needs to improve as well, in other word it should foster improvement rather than just monitor performance, (4) Business school PMS should provide information on a timely basis.

Even though it seems that there is a hierarchical and procedural method from the level 0 to

level 3 in composing the linkage amongst performance variables, in practice the actual measurement can be done simultaneously. However, differences exist in the response time needed between levels. As operational part, level 2 and 3 can happen more frequently such as weekly or monthly, while level 1 as a strategy part usually happens annually or at least quarterly. Consequently the measurement and analysis of the performance result for each level can be done with right time horizon. The figure also illustrates the result of input from top Indonesian business school on how they can manage the institution in enhancing their competitiveness nationally and globally. In this term performance management system should be regarded as a flexible process (Amstrong, 2006) as it is not just a rigid, standardized and bureaucratic approach. This framework also will reduce the degree of top down approach and will be congruent with the way in which the function of the business school is being applied in daily operations.

The study has described the importance of having PMS to enhance business school competitiveness with the development, implementation, verification and validation of the proposed performance management system based on the financial and non-financial variables and both based on the qualitative and quantitative assessment processes. It has also discussed the foundation, basic information, and related important issues in designing the appropriate PMS for business school. The design of PMS is a complicated process as it involves many performance variables and formula.

Basically there are three stages which consist of nine important aspects that should be comprehensively considered in designing PMS for a business school environment: (1) Foundation for determining guideliness (2) Basic Information for identifying school environment, and (3) Designing PMS as a core of PMS that consists of seven determination aspects: formulating business school's vision, mission, and strategy statements, analyzing current implemented PMS, determining performance variables, determining cause-effect amongst variables, determining performance standards, determining improvement priority, formulating recommendations and model evaluation.

As an effort to improve the existing PMS, the PMS model provided a wealth of data and information that could be used. Key performance indicator as key factors were developed for assist the decision making process, both for qualitative and quantitative aspects. Implementing such finding from this research, it will be useful as a basis for decision maker in formulating the business school's strategy foreseeable future. It can be concluded that the PMS model provides a sound and reliable prototype for present usage and future development.

3. Conclusions and Direction for Further Investigation

The main contribution of the paper is the criteria that should be considered by business school's top management whereas most of the literatures write the criteria for manufacturing companies and rare writing the criteria for business school. Hence the paper provide PMS framework that most appropriate to Indonesian business school, where by using current existing framework still need to make further improvisation. In addition to satisfying the main objectives for developing the business school PMS Model, a number of benefits have also been noted during its application (1) The system can advise the management about business school performance and how to improve its competitiveness and where to concentrate their efforts. (2) It offers an integrated approach that can be used as a learning process and guidance to direct all

staffs and lecturers in the same directions of improvement processes. (3) Information in any of the performance standards and performance variables can be easily modified and altered.

The research agenda must undertake the character of the system in respect to huge amount of data and knowledge. Like other models, it also has certain limitations. The limitations are (1) Since it is impossible to collect all related research or related data and information, it could be a limitation in its most current knowledge base. The reliability of system is then mostly influenced by the knowledge acquisition processes and knowledge resources than can be accessed. Hence the PMS model should be viewed as a dynamic model rather than fixed model that should be improved, especially in the determining the most performance variables and performance standards. (2) The PMS model was validated in an Indonesian business school environment. The adjustment should be made for the certain performance variable and their related knowledge bases to be implemented in the other environments. (3) The using of a rule-base approach in the model also has limitations. Since there are potentially unlimited rules that can be implemented, therefore it is impossible to include every rule in the model.

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School Budget and Student Performance Outcome: Empirical Findings from Thailand

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ABSTRACT

This study aims to find the effects of school budget on students' performance in Thailand at the primary, secondary, and high-school levels. The paper uses data from three sources, namely the National Institute of Educational Testing Service (NIETS), the Office of The Basic Education Commission (OBEC), and the Office for National Education Standards and Quality Assessment (ONESQA). Using descriptive statistics and multivariate analyses on 32,572 schools, the paper finds that the student-per-teacher ratio and the school budget have statistically significant effects on students' performance in all three subjects studied (math, Thai, and science). The school budget has higher effects on students' performance at higher levels, while the student-per-teacher ratio seems to have the highest effect on students' performance at the Primary level. Moreover, the findings suggest that school resources and teacher quality do not have statistically significant effects on students' performance.

Keywords: school budget, educational outcome, students' performance

1. Background and Rationale

Education lies at heart of human development. Apart from serving as socialization process providing members of society opportunity to achieve desirable qualifications and become socially accepted, education also helps produce and add value to human capital contributing to economic system, productivity and other benefits to a country. At present, the importance of education is regarded as not limited to any specific age, which is reflected in the 11th National Economic and Social Development Plan stating that people of all ages have opportunities and access to lifelong learning. However, it is absolutely rational to emphasize the importance of children's education which should receive continuous improvement together with equal opportunities in both quantitative and qualitative terms. Since childhood education is crucially important for further development in all areas of life, it has been receiving great attention and support from all sectors in Thailand thus far.

However, an interesting discovery that contradicts with the increasing number of people who have access to education is quality of education. It is found that levels of educational outcome is not associated with enrolment rate at any levels of education, and, in some cases, it is found to be

declining or stable. This fact raises an interesting question whether it is enough for Thailand's education system to merely emphasize the number of children receiving education. Although the issue of education quality in Thailand has received a great deal of attention and been widely studied, there is currently no obvious effective and progressive solution given. Therefore, student performance as measured by the O-Net is considered an indicator of students' level of capability and cognitive skill. This indicator also reflects the quality of education in Thailand. In the past, studies about the improvement of education quality through students' performance investigated several factors including student factors, family factors, teacher factors, and school factors.

Nevertheless, in order to consider academic performance at school level, it is important to take into account the factors related to teachers and schools, and understand what aspects of a school cause differences in educational outcome among students. In this study, apart from referring to a teacher who is one of resources of a school, teacher and school factors also refer to environmental conditions and other resources which have impacts on students' learning and thus can help them obtain a desired level of students' performance. In order to produce high-quality learners or students, these supporting factors are all essential. For another group of factors, school factors include curriculum, teacher quality, class management, management structure, budget allocation, school expenses, teacher-recruitment plan, teacher training, school sizes, and instruction media including computers, blackboard, textbooks, and so on (Glewwe and Grosh, 2000; Fuchs and Woessmann, 2004; Amin and Goldstein, 2008).

In some studies, it is reported that school budget is positively associated with students' quality such as academic performance. James Heckman, a Nobel Memorial Prize winning economist, emphasized the importance of investment in early childhood education (Heckman and Masterov, 2007). He advocates that the investment is rational as it yields long-term benefits to children, who will grow up to be adults, and society at large. Therefore, budget allocation by government body plays a vital role since academic institutions in developing countries, such as Thailand, depends mainly on the government for education budget. For this purpose, budget allocation is linked with financial condition of a school and influences school management which is associated with children's development including their school performance - an indicator to quality of education. Consequently, the allocation and management of school budget is considered an important topic in investment in education. This is because, in order to achieve quality as measured by the indicator and as desired by a society, school budget is critical resource for allocating factors and other basic resources to improve learning environment in a school as well as enhance other school systems and procedures including teachers' quality and skill development, students' development, etc. However, since studies on the impact of education budget on students' performance in Thailand were impeded by limited amount of available data, there was not yet a study authentically dedicated for the specific issue.

This current study aims at investigating the association between school budget and educational outcome. Using descriptive statistics, this paper studies relationship pattern of the relationship between school budget and educational outcome. Moreover, through the use of multivariate analyses, this study examines the impact of school budget on educational outcome. The study is conducted with the assumption that school budget yields both direct impact (via supportive activities such as recruiting highly-qualified teachers) and indirect impact (via

improvement of school utilities or other physical environmental factors) on educational outcome as indicated by their examination scores.

2. Data and Statistical Model

The population of this paper include schools under supervision of the the Office of The Basic Education Commission (OBEC). The data were obtained from three sources. The data on students' performance were collected from the National Institute of Educational Testing Service (NIETS). Data on basic information and budget of the schools were acquired from the Office of The Basic Education Commission (OBEC), and from the Office for National Education Standards and Quality Assessment (ONESQA). The data from each source were then combined into single dataset of each school during 2004 - 2009 (depending on data sources). Examining structure and factors of each data sources, we found that the dataset of the year 2009 are the most consonant and up-to-date. In order to study the impact of school budget on students' performance at school level, factors on school characteristics - e.g., school size, class size, quality of school personnel, school resources, school location - were included in the analysis. Additionally, the dataset of the year 2009 contains totally 32,572 schools.

To investigate the impact of school budget on students' performance, this study used students' average scores of the Ordinary National Education Test (O-NET) as a dependent variable. The scores are in three subject areas including Thai Language, mathematics, and science and are divided according to levels of education: primary, lower secondary. and upper secondary.

Assuming the relationship of average score is linear as below equation:

$$Score_i = \alpha + \gamma\, Budget_i + \beta\, X_i + \mu_i$$

$Score_i$ represents average scores in Thai, mathematics and science of students at Primary Year 6, Secondary Year 3 and Secondary Year 6. Budgeti refers to total budget of a school or budget from the government and budget of schooli that is not provided the government. Xi represents control variables on characteristics of schooli that have impact on students' performance including region, school environment (number of students, student-per-teacher ratio, student-teacher (with Master degrees) ratio, and school size), school resources (number of library, having a sound-lab room, having computer rooms, and having a laboratory). Variables on regions, which are nominal variables, can be divided into Bangkok, central, northern, northeastern, and southern regions with Bangkok as benchmark. School sizes are taken as nominal variables categorized by criterion of the OBEC including "small" (less than 500 students), medium (more than 500 students, but less than 1,000 students), large (more than 1,000 students, but less than 1,500 students). and extra-large (more than 1,500 students). Small schools are set as benchmark with μi as error term of the estimation that might be caused by error of measurement and inability to control all influential factors. The estimation was carried out with the assumption that error of the data is random and does not have any effect on the estimation. In this study, multiple linear regression was applied to estimate the impact of school budget on students' average scores in Thai, mathematics, and science. Analysis of scores in each subject is conducted in two models in order to compare results. The first model deals with total school budget with region, location and number of students as control variables. In the second model, school budget is divided into budget provided by the government and budget that is not provided by the government with control variables including school environment and school resources.

3. Main Findings

With the use of Ordinary Least Square regression model, the result point that school budget has statistically significant impacts on students' performance in all three subjects with the reliability of 99.9 percent. To illustrate, for students' scores at Secondary Year 3, the differences of impacts of the two types of budget were 3, 1.5, and 2 times in mathematics, Thai, and science respectively. For students' scores at Secondary Year 3, the differences of impacts of the two types of budget were 2, 1.5, and 2 times in mathematics, Thai, and science. respectively. Nonetheless, school budget is found to have a moderate impact on students' performance. For instances, the most explicit impact found was in the case of budget that is not from the government which seemed to have impacts on mathematic scores of students in Secondary Year 6. An increase of the type of budget by one million Baht can cause students' scores in mathematic to be 0.15 point higher. In other words, 6.67 million Baht increase in the budget is needed for an increase by one point of mathematic scores.

Apart from school budget, this study investigates impacts of other factors on students' performance including school location, school environment, and school resources. Concerning school location, students in Bangkok tend to score the highest in all subjects areas at all levels of education. The big gap in students' average scores was found only in the comparison of students in Bangkok and students in other regions. To explain, there are only slight differences in scores of students in other regions. For students in Primary Year 6, the score gap in Thai was the smallest. For students in Secondary Year 3, the score gap in science is the tiniest. For students in Secondary Year 6, the score gap in science is the smallest.

About school environment, the analysis in the first model points that, for Primary level, school size has impacts on only mathematic scores. To illustrate, larger schools tend to have higher average mathematics score at the level of Secondary Year 3. Number of students has the similar impacts. However, for Secondary Year 6, the number of students tend to have impacts on the scores of all the three subjects. The higher the number of the students, the higher mathematics scores achieved. In the second model, large and extra-large schools seem to have higher average scores in all subject than do small and medium schools for levels of Primary Year 6 and Secondary Year 6. For Secondary Year 3, large schools tend to score less than small school in all subjects, except for Thai in which extra-large schools have a significantly higher scores than those of small schools in all subjects.

In conclusion, this study points that supportive educational resources including quality of teachers do not possess a significant impact on students' performance measured by examination scores. Number of teachers and school budget are found to have an influence on the performance of Thai students. The study claimed that only few factors have influence on students' educational outcomes including number of students' desks, teachers' knowledge and expertise in assigned subjects, teacher shortage. All these are issues that need further study in more details since, at present, there is no school-level data that have sufficient variables to examine these ongoing issues.

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Cooperation of government agencies, enterprises and educational structures: regional features and prospects of integration

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ABSTRACT

In order to design more efficient mechanisms of the cooperation between the state, business and scientific and educational environment on the regional level, primarily, it is necessary to improve the system of managing public and private projects in the country. It allows to provide sustainable social and economic development and to balance competitive advantages of either one or another territorial subdivision.

This article contains the results of the study of present practices of foreign countries in the sphere of public and private partnership and the possibility of its application in the Russian Federation. On the basis of the analysis main directions of realizing the projects of public and private partnership in Europe and the USA, the key factors influencing efficient work in the sphere of public and private cooperation are pointed out. One suggests the recommendations on its introduction in the regions of the Russian Federation. The SWOT-analysis has found out strengths and weaknesses, and also threats and opportunities of mechanisms of public and private partnership in Russian regions. Furthermore, the article provides the conclusions concerning the formation of the sustainable four-component system "Government - Business - Education - Science".

Keywords: public and private partnership, enterprises, regional plans of the development of public and private partnership, four-component system "Government - Business - Education - Science".

1. Introduction

The crucial changes in the modern society and economic performance suggest wide-scale modernization of all industries. The world is transferring to the innovative type of economic development. Nowadays one observes the reinforcement of trends to the significant reduction of regional and local budget income. This fact causes the necessity to search for additional sources of funding the most socially-significant projects by government agencies. Unfortunately, government agencies do not always have a possibility to support social sphere only at budget expense. Under these conditions the mechanism of public and private partnership is of top priority for raising investment attractiveness to solve social problems.

The world practice of implementing infrastructure projects with public and private partnership mechanism has shown that it is efficient enough and ensures sustainable social economic development of the state [2]. Moreover, there is a number of difficulties and drawbacks of functioning of the given mechanism.

Thus, it is obvious that there is the necessity to design an efficient mechanism of public and private partnership allowing implementing infrastructure projects at the higher quality level.

The goal of the research is to analyze and generalize the world experience and cooperation of government agencies, enterprises and educational structures based on the public and private partnership, and to develop the recommendations on improving the usage of the given mechanism.

The implementation of the set goal has created the necessity to solve the following tasks:

- to study the essence of public and private partnership as a form of cooperation of government agencies, enterprises and educational structures in order to solve social and economic issues;
- to analyze and generalize the experience of implementing the mechanism of public and private partnership in European countries, the USA and Russia;
- to identify modern trends of development of public and private partnership mechanism in world practice;
- to determine main problems connected with applying public and private partnership mechanism;
- to design the model of forming four-component system "Government-Business-Education-Science".

Hypothesis of the research:

- efficient functioning of public and private partnership mechanism is possible only through the cooperation of four components: government agencies, enterprises, educational and scientific structures;
- while functioning of four-component system "Government-Business-Education-Science" one achieves definite social and economic effects, both general and for every single element of the system.

The most significant theoretic conceptions on implementing investment and socially-oriented projects through public and private partnership mechanism are presented in the works of M. Deryabin, K. Kirchenko, E. Korolev, A. Kuzevanova, Y. Ragulina, T. Butova, I. Risin, M. Poltavskiy, I. Makarov, A. Kolosov, S. Philina.

The research of foreign experience is presented in the works of V. Varnavskiy, V. Grimsey, M. Lewis, A. Smith, O. Radionava.

2. Conclusions and recommendations

The results of the cooperation of government agencies, enterprises and educational structures show that the leaders on implementing public private projects from 2005 to 2014 are Great Britain, Germany, France, Greece, and Russia.

Structuring of total value and amount of public private projects allowed determining that transportation industry leads greatly ahead of other branches. At the same time, such branches as education, tourism and health care are challenging enough to implement public private projects. The cooperation of government agencies and enterprises reduces budget expenditures by more

than 15%. It should be pointed out that not all the projects are successful. In some cases the state has to incur losses. It indicates the necessity to design the system of implementing public private projects with maximum reduction of risks and threats.

This research allows to identify key factors influencing the efficient partnership of government agencies and enterprises. It includes the level of partners' qualification, the development of more advanced regulatory framework and the system of estimating strengths and weaknesses of local market conditions.

The designed model of four component system "Government – Business – Education – Science" with identifying aggregate social economic effects and effects acquired by every single partner allows carrying out the estimation of efficient performance of public private partnership mechanism. Furthermore, the formation of innovative system requires the creation of efficient technological base, modernization of the infrastructure and active involvement of science and education under the support of government agencies and enterprises. Thus, summing up, we could make the conclusion that the hypothesis of this research are completely proved.

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Practical HRM challenges for science theories of labor economy, marketing of personnel and human resource management

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ABSTRACT

Widespread freelancing determines new approaches to understanding of the basic concepts of labor economics (such as "workplace", "export / import of labor" and so on). if there is no physical movement of workers between countries? Paper, analyzing market conditions, supply and demand in the labor market, offers to use in economic science new meaning of workplace - as a place that provides a minimal wage to employee, but level of the statutory minimum wage (that often can be in times less than the subsistence one).

Paper proves that reduction of the life cycle of professions makes adjustments in careers' technologies and retraining frequency. We proposed to enter into scientific circulation a new concept of "professional's liquidity" that characterizes difficulties of re-employment and average time required by job searching.

Study proved new conception of HR marketing; types, functions, goals, objectives, level, technologies, including international ones. An infrastructure of the labor market and features of national labor markets were also considered.

Keywords: labor market, wage, workplace, freelance, export – import of labor, careers technologies

1. Research Rationale

Scientific and engineering progress, demand for the structural rearrangement of the world economy, more stringent competition both on the local and international markets state the claims to the regional, international and skill/qualification mobility of the human resources. These circumstances set the tasks of the labour market responsiveness improvement through its flexibilization. Non-typical employment forms have recently become wide-spread. The flexibility is understood as the ability to the structural adaptation of the changing conditions. The workforce market imbalance has two aspects: scope (demand/supply) and financial-cost (relationship between the equilibrium and actual labour remuneration). Based on this fact the labour market flexibility is understood as the capability of adjusting the scope indicators responding to the financial-cost changes.

The global world trend now is the sharp reduction of the companies' life cycle, to 10–30 years on average, and for small businesses – to 10–30 years, and due not only to hyper-competition and innovation culture deficiency. Though in The Living Company by Arie de Geus there are stories of 30 companies with the history of at least 100 years, like Du Pont, Kodak, W.R. Grace, Mitsui, Sumitomo, Siemens etc., including the acknowledgement of the value of people for the Company, training arrangement, human community formation, tolerance for innovations and environmental sensitivity, by and large the new millennium is characterized by the self-marketing position consisting in the inability to stake on the career with one albeit a transnational company; the reduction of the life cycle of the occupations and vocations also brings in some adjustments into the career promotion technology and staff job retraining intervals. The role of the training sessions not only as a technique for the competence improvement but also as method to assess the creativity, communication skills, trainee discipline has been sharply enhanced.

Traditionally, in the marketing the life cycle concept is applied to the consumer goods and services. Manpower reproduction also covers the process of production, distribution, consumption and retirement. For the specific "manpower" commodity three life cycle models may be segregated:

1. Life cycle of the cumulative manpower in the application area.
2. Expert (job) life cycle.
3. Expert career life cycle.

The career life cycle has reduced which required a frequent job retraining, including aimed at the improvement of the expert's own liquidity. As far back as 20 years ago, ten jobs did not exist, only in the last three years social network experts have become necessary.

2. HR Management Response to the New Trends on the Labour Market

New migration challenges are generated on the background of the problems which have remained unsolved for a long time.

Economic migrants may be classified into several groups:

1. People who immigrate to the country to find a job and improve their families' living standard.
2. Mobile emigrants. The reason for their relocation is their work for cross-national companies, commercial banks, major insurance companies etc., i.e. expatriate employment is related to the capital internationalization and if we are discussing intellectuals – scientists with international research projects, grants etc..

Expansion of the international employment practices in telecomputing, freelancing areas poses a question to the labour economics of the new concept of the workforce export/import without the international workers' physical relocation.

Generation shift means the shift in the motivation of the newly employed young workers, the changes in their vision of the career growth, adjustment of their economic thinking. Whereas for Generation Y new technologies are the future technologies, those born between the early 1990s and the mid-2000s developed in the period of the technological boom accompanied by poor axiological motivation to learning. That is, nowadays the labour market is represented by Generations X, Y and baby-boomers; the latter cannot stand the conventional labour regulations. Hereby one should understand that in some industries like raw materials production, agriculture, construction etc. top managers from the "Red Director" generation will be far ahead of the MBA boys. At the same time the director community also changes their views on the HR management in terms of "funk style business" concept proliferation. The youth conscience is dominated by the prestige and consumerism mentality which is a natural response to the market paradigm.

Generation Z. The Internet technologies pre-determined the implementation of their talents not in "corporate aquariums" but in telecommuting (freelancing) system.

"Automation" of the social practices, not preparedness for long-term cooperation, team activities results from the low level of the institutional confidence in the youth community. For example, as applicable to the labour market, the young are not interested in trade unions.

The peculiarity of the labour market as compared with other markets consist also in the actions of the associations of employers and trade unions (for example, in the UK, 40 % of the workers are TU members [1]). The XX century was the time of the trade union blossom and decay of the trade unions in the developed countries having played their positive role in the

generation of the civilized labour market. In the USA about 15 % of the employees are TU members, in France – 10 %.

The Russian youth targeting on the career in the government agencies creates the background of the "young cynics" on the officials labour market. The special topicality and peculiarities must be manifested in the HR policy in the areas of the personnel marketing, generation of the staff reserve of the state and municipal officials in the conditions of anti-corruption activities which results in the fact that Russians perceive corruption nearly as the normal behaviour of the officials. In terms of corruption index Russia is at the level as Laos, Papua New Guinea, Kenya, Congo, the Comoro Islands; in terms of anti-corruption activities in 2011 Russia took the 143rd position out of 183 countries [2]. Thus, according to the Public Opinion Foundation (FOM), 54% of Russians are tolerant to the fact that officials have to be bribed; 2/3 of those polled have bribed officials, 49.9 % respondents believe that the officials corruptness is high in out country, 53.8 % consider that corruption is invincible in principle, more than 85 % assess the corruption crimes in the Russian Federation as high and very high [3].

In different countries of the world the laws stipulate different amounts of the presents to be classified as bribes. For example, in France the maximum price of the present not to be classified as a bribe is €35? in the UK – £140, in the USA – $50, in Russia – RUR 3,000 [4]. Kick-backs, thievery not only of mid-level managers but also criminal behaviour of top managers may substantially compromise the company owners and require counter-measures (proactive activities) at the employment stage. Security policy of numerous companies is expressed, like in DHL in the principle "security is everybody's responsibility" but to monitor the company staff video-surveillance is often used. The world practice knows quite a lot of examples of the companies' bankruptcy due to deliberate actions of the "white collars": Enron energy company, Parmalat dairy company, WorldCom communication operator. In the USA even the Corporate Fraud Task Force led by the deputy General Public Prosecutor was established.

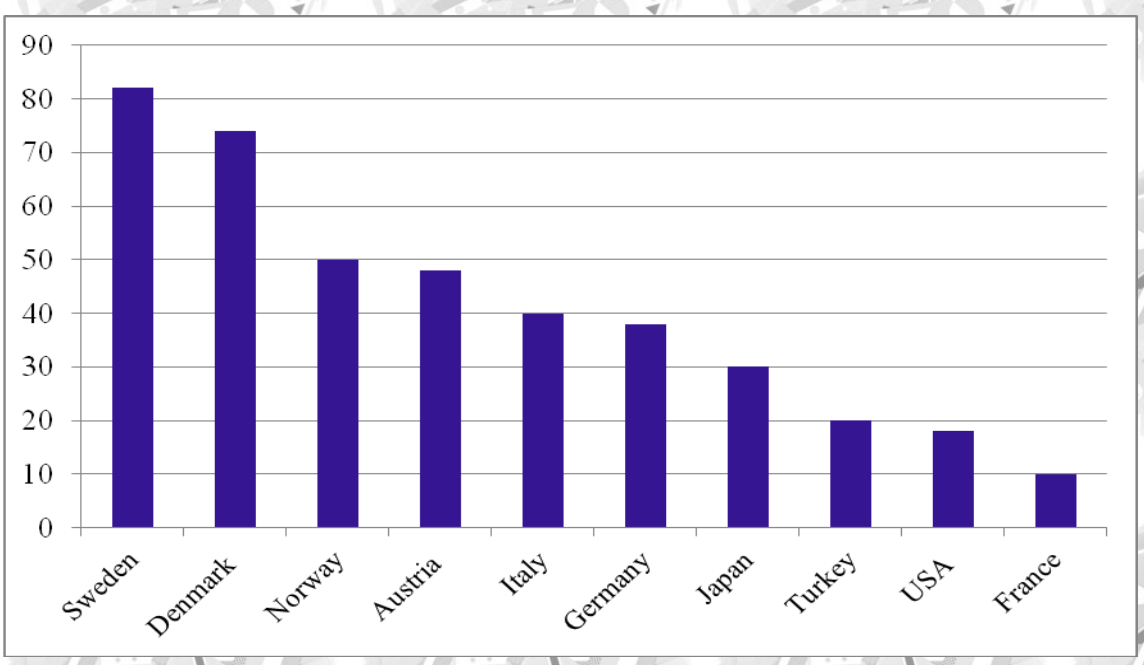

Fig. 1 Share of the Trade Union Members in the Total Number of Employees in Some Countries of the World

3. Conclusion

The manpower life cycle concept is interesting, first, due to the fact that the life of the "manpower" commodity has become shorter, second, new occupations demand substantial costs for their mastering, i.e. investments into the human capital are increased, third, it is possible to foresee the changes in the demands of the employers, labour market competition, fourth, it is the basis for planning the "manpower" commodity and its efficient consumption.

Different forms of moral prosecution of the employees in their jobs by the managers or fellow workers (staff mobbing or bullying), which in the scientific literature sometimes are discussed also in the context of the new setback of the labour exploitation. The phenomena of the psychological pressing were also highlighted in the psychological literature. These phenomena have been recorded in the laws in a number of countries but the managerial aspect of the problem, especially in the Russian practice needs further studies as a system of organization relationships manifested in some form of psychological harassment. For example, the law of the French Republic on social modernization defines the staff mobbing and bullying as synonyms and defines these phenomena as "unlawful application of power as a means of suppression and prosecution of the person infringing his fundamental rights".

I would like to conclude my proceeding in the major key with the confidences than employeeship will become not only a newly fashioned term but the tool of partnership of the company constituents, top managers and the entire staff.

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Impact of Extra Income on Leisure: A Theoretical Foundation

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ABSTRACT

Leisure is an indispensable element in an individual's time allocation, influencing utility maximization under budget constraints. This paper develops a conceptual framework to study leisure behavior change given an extra income change. Then the model of time allocation is analyzed in order to find the optimal leisure and consumption as well as the factors impacting leisure. Moreover, the paper proceeds to analyze the substitution effect, income effect, and total effect. The finding suggests that leisure time can either rise or fall given an extra wage increase. The leisure lover is more willing to allocate more time for leisure when extra wages are reduced compared with the

consumption lover. The degree of substitutability between leisure and consumption strengthens the negative response of leisure time as an extra wage changes.

Keywords: Leisure, Extra Income, Extra Wage

1. Introduction

Leisure is a type of activities that increases and is relevant to an individual's time allocation. As it is an indispensable element in time allocation and according to the layman, leisure is almost impossible for an individual to enjoy leisure through a surrogate (Gronau, 1976); the inclusion of leisure activities as one part of the economy does contribute to obtaining a total measure of the "welfare" of people in the economy.

Empirical works on leisure and time allocation included Becker's (1965) and Grunau (1986) who studied the time allocation both for leisure and work. Owen (1971) also stated the importance of leisure as a critical factor for time allocation for other activities. There are a number of different ways to define leisure time, for instance, leisure as a residual of work (for instance, Fischer (2001), Kumar (2005) and Chen and Chevalier (2007)). To measure leisure price, a large number of studies focused on how leisure was related to wage and hours of work. Owen (1971) found a negative relationship of these factors whereas Barnett (1979) additionally confirmed an unequal complementarities if leisure was measured in different types of goods, durable and non-durable ones. Economists have found that leisure and wage rates evolve along one's life span (Becker, 1990 quoted in Albelo and Serrano, 1998).

Even though wage or earning has been found to relate to many factors, including time devoted to other activities in, for instance, leisure and work, so far in the literature, the relationship between permanent and extra income and behavior regarding time allocation in leisure activities has not been explored as well.

This paper fills the research gap by exploring leisure time alteration when permanent and extra income change and further investigates the possible relationship between leisure and permanent income as well as leisure and extra income. The paper is organized as follows: consumption and time allocation, which is illustrated in the theoretical framework. Then a mathematical model is presented to investigate optimal leisure and consumption and the roles of permanent and extra income in an individual's decisions for maximizing utility. Moreover, substitution, income, and total effect of leisure changes in response to permanent and extra wage changes are analyzed before the conclusion.

2. Theoretical Framework

Leisure is an activity that plays a key role in determining time allocation subject to an individual's preferences and labor supply. The distinction of the model is that it separates two types of earning, permanent and extra income, in order to explore the impact of each type of revenue on an individual's leisure, work, and time allocation. Since the level of extra income relies on an individual's work time, while a permanent income increase does not require any changes in work hours, an individual's optimal leisure and work time possibly differ depending on which income type has changed.

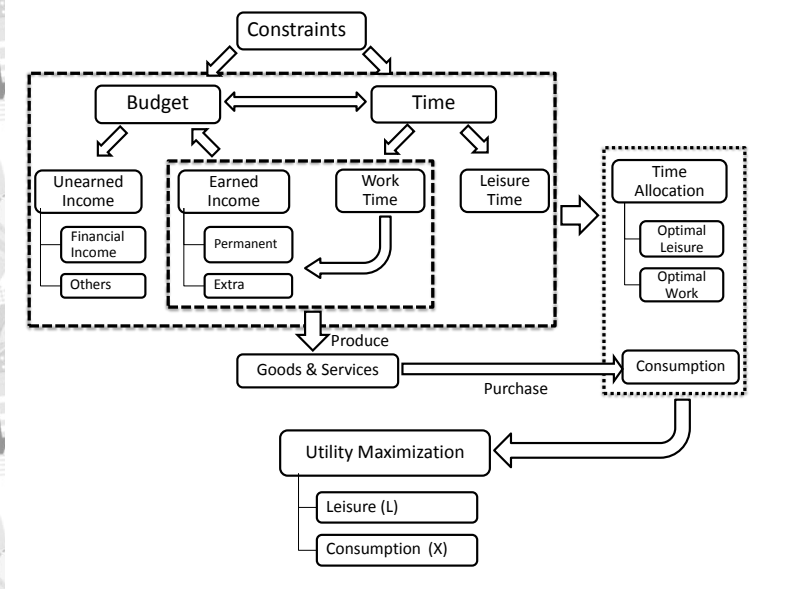

Figure 1 Conceptual Framework

The conceptual framework is illustrated in Figure 1. There are two constraints faced by individuals, income and time, of which sources include work and non-work. Permanent and extra income are the two elements of earned income, whereas earnings from financial assets, rents, and others are categorized under unearned income. Each person spends time mainly for leisure and work, then combines his or her budget and time resources for optimal leisure time and consumption. The level of each activity's optimization relies on the individual's preference expressed in the utility function. This conceptual framework affirms the possible relationship of extra and permanent income and leisure.

3. Optimal Leisure and Consumption

In the model, each person's consumption for utility maximization is based on two commodities, leisure (L) and goods (X). There are two types of restrictions confronted by individuals, income and time. For the consumption function, the Constant Elasticity of Substitution (CES) is assumed as the utility function. The CES utility function is more general and proved quite useful for illustrating the degree of substitutability present in leisure and other activity relationships (Albelo and Serrano, 1998). The consumption function, C, can be defined as

$$C = f(X, L)$$

where X denotes the quantity of the consumption of goods and services, while L is time devoted to leisure. The CES utility function for individuals becomes

$$U = \begin{cases} \alpha \dfrac{X^{\delta}}{\delta} + (1-\alpha)\dfrac{L^{\delta}}{\delta} & \text{if } \delta \neq 0 \\ & 0 \leq \alpha \leq 1, \delta < 1 \\ [\alpha \ln X + (1-\alpha)\ln L], & \text{if } \delta = 0 \end{cases}$$

where δ is correlated to substitution parameter, σ by $\sigma = \dfrac{1}{1-\delta}$. When δ = 0, σ = 1, which corresponds to the Cobb-Douglas case, whereas when δ = -∞, σ = 0, it refers to the case of fixed

proportion. Assuming that there are two types of activities that influence an individual's utility. The α denotes consumption preference in the utility function, while (*1-α*) provides the importance of leisure in the individual's utility. A leisure lover has relatively larger size of (*1-α*), while consumption lovers tend to enjoy high proportion of *α*.

Each person receives mainly two types of revenue, earned income (V_M) gained from working in the market and unearned income (V_N). Extra income is calculated by using wage per hour (w_T) and time an individual devotes to work for his or her extra income, a_T whereas permanent income is gained from wage rate (w_P) and time to work for the permanent income, a_P, which is divided into two parts, the required work time for permanent income, a_P^{Min}, and additional work time for permanent income, a_P^A. Utility maximization subject to constraint is written as in (2).

$$\text{Max} \quad \alpha \frac{X^{\delta}}{\delta} + (1-\alpha)\frac{L^{\delta}}{\delta}$$

(2)

$$\text{s.t.} \quad S = w_T(\tau - a_P^{Min} - a_P^A - L) + w_P a_P^{Min} - (0)a_P^A + V_N - X$$

Optimal leisure leisure (L^*) and consumption (X^*) are written in (3) and (4) respectively.

$$L^* = \frac{w_T(\tau - a_P^{Min} - a_P^A) + w_P a_P^{Min} + (0)a_P^A + V_N}{w_T + \left(\frac{1-\alpha}{\alpha w_T}\right)^{\frac{1}{\delta-1}}} \tag{3}$$

The level of the optimal leisure depends not only on an individual's share of leisure preference (*1-α*) and consumption (*α*), but also on the value of earnings gained from work (V_M) and non-work (V_N). Note that an extra wage increase partly crowds out the positive effect of the enhancement of earnings from the market. Additionally, non-labor income (V_N) and an individual's preferences in consumption (the value of *α* and *(1-α)*) also influence decisions regarding optimal time allocation.

$$X^* = \frac{w_T(\tau - a_P^{Min} - a_P^A) + w_P a_P^{Min} + (0)a_P^A + V_N}{1 + w_T\left(\frac{\alpha w_T}{1-\alpha}\right)^{\frac{1}{\delta-1}}} \tag{4}$$

The optimal consumption is determined by the proportion of share of leisure (*1-α*) and consumption (*α*) in an individual's preference, as well as wages and time of work for the two types of earnings. Moreover, unearned income also impacts optimal consumption.

4. Impact of Extra Wage Change on Leisure Time

According to the study, how wage change impacts an individual's work hours depended on the magnitude of substitution and income effects. In this model, there are two types of wages, those from extra income (w_T) and wages obtained from permanent income (w_P).

$$\frac{\partial L^c}{\partial w_T} = \frac{1}{\delta}\left[\frac{\delta U}{\alpha\left(\frac{1-\alpha}{\alpha w_T}\right)^{\frac{\delta}{\delta-1}} + (1-\alpha)}\right]^{\frac{1-\delta}{\delta}} \left[\frac{\left(\frac{\alpha\delta U}{w_T}\right)\left(\frac{\delta}{\delta-1}\right)\left(\frac{1-\alpha}{\alpha w_T}\right)^{\frac{\delta}{\delta-1}}}{\left(\left(\frac{1-\alpha}{\alpha w_T}\right)^{\frac{\delta}{\delta-1}} + (1-\alpha)\right)^2}\right] \tag{5}$$

Expression (5) reports the negativity of substitution effect, as could be noticed from δ, given δ <1. The magnitude of the effect also mainly depends on the individual's shares of leisure (*1-α*), share of consumption (*α*), and extra wage (w_T). The higher the share of leisure, the stronger is the substitution effect. A person that favors consumption provides a weaker substitution effect

Income effect represents changes in leisure with respect to non-labor income, resulting in a shift in earnings.

$$a_T \frac{\partial L}{\partial V_N} = \left[\frac{1}{w_T + \left(\frac{1-\alpha}{\alpha w_T} \right)^{\frac{1}{\delta-1}}} \right] a_T \qquad (6)$$

Expression (6) indicates a positive relationship between unearned income and leisure. It implies that if non-labor income rises, a person prefers to increase his or her leisure. Both extra wage and work time for an extra job influence income effect. The longer work time for extra income (a_T), the greater the income effect will be, while extra wage works in the opposite direction since the increasing (decreasing) earning given equal unit of time induces (reduces) leisure time use. Additionally, it suggests that the leisure lover enjoys a larger income effect.

Total effect is the summation of substitution and income effect, as written in (7).

$$\frac{\partial L}{\partial w_T} = \frac{\left[w_T + \left(\frac{1-\alpha}{\alpha w_T} \right)^{\frac{1}{\delta-1}} (\tau - a_P^{Min} - a_P^A) \right] - \left[w_P a_P^{Min} + (0) a_P^A + V_N \right] \left[1 - \frac{1}{w_T} \left(\frac{1}{\delta - 1} \right) \left(\frac{1-\alpha}{\alpha w_T} \right)^{\frac{1}{\delta-1}} \right]}{\left[w_T + \left(\frac{1-\alpha}{\alpha w_T} \right)^{\frac{1}{\delta-1}} \right]^2} \qquad (7)$$

Expression (7) reveals the influence of extra wage (w_T) and share of leisure time in utility (1-α) on leisure hours. It does not clearly indicate whether the total effect becomes positive or negative.

4. Conclusion

This paper develops a conceptual framework to study the relationships between types of individuals' income and leisure by diversifying earnings into permanent income (for example, fixed monthly salary) and extra income (for example, overtime and bonus). This aims not only to investigate such relationships, but also to explore the factors influencing changes in the size of the effects. The paper explores how time devoted to leisure changes in response to a rise or fall in permanent wage and extra wage. The findings reveal that there are a number of factors influencing total effect, substitution, and income effect of leisure change given wage changes. Unearned income enhances the magnitude of the total effect of leisure time change, while an extra wage increase can both raise and reduce the total effect on leisure. Whether leisure rises or falls totally in response to extra wage change depends on the individual's utility and preference. A leisure lover is more likely to spend more time on leisure when an extra wage is reduced compared with a consumption lover. The more the substitutability of leisure and consumption,

the more negative the responsiveness of leisure time allocation when an extra wage increases, especially for a leisure lover.

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Expedition Mode of Myanmar worker in Thailand: Case Study of Myanmar Workers in Samut Sakhon

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ABSTRACT

The research aims to study the Myanmar migrant workers in the Samut Sakhon province, Thailand. The information was collected through Myanmar migrant workers and Thai Entrepreneurs in Samut Sakhon area by mixed research methodology. According to the Myanmar migrant workers in Samut Sakhon, the research found 4 particular reasons for choosing to perform migrant work in Thailand; job expectation, higher compensation, a prevalent and generally positive attitude towards working in Thailand, and the barriers for entry into Thailand are low which in turn facilitate easy access to employment. Furthermore, Myanmar workers expect to work short-term on an average of 0-5 years due to 3 principal reasons: 1) poor career opportunities and social acceptance, 2) Meeting the requirements to become a Thai citizen are nearly impossible, 3) family members or children still live in Myanmar. 42 percent of sampling works with private companies and factories in the area. 9.3% of Myanmar workers have opened their own businesses which are prohibited for them. 57.2% have been in and out of the country more than one time, 64.5% of

respondents have no medical care from the social security. It may infer that the migrant workers who lack formal Thai social insurance and medical coverage are in fact illegal migrant workers. In addition research 78.3% of workers choose to work in Thailand after the AEC. Even though the current pattern demonstrates that individuals engage in employment within Thailand on a short term basis, this pattern additionally elucidates that the frequency by which individual migrants rotate between their respective activities within Myanmar and Thailand is increasing. They work in order to money back to their family or for investment. This form will be until their families have a better quality of life, or there is a substantial change that occurs in Myanmar. Consequently, it would indicate no foreseeable labour shortages within provinces despite previous concerns.

Keywords: Myanmar Migrant Worker, Migration, Samut Sakhon

1. Introduction

Although Samut Sakhon has long depended on immigrant settlers to supplement the provincial supply of labour, there has been a substantial increase recently in the number of migrants arriving. Samut Sakhon is one of the largest industrial districts. In 2013, gross provincial product increase from 318,639 million baht to 351,097 million baht(Samut Sakhon Provincial Treasury Office, 2013). Employments consistently grow and yet, the province has registered Myanmar workers as the third largest followed by Bangkok and Chonburi. (Office of Foreign Workers, 2013: 1) The Government has also raised concerns about the vulnerability of temporary migrant workers, taking seriously its responsibility to ensure migrants are lawfully employed and not exposed to workplace exploitation.

Myanmar workershave significant role in the Samut Sakhon industry. In September 2013,the registered Myanmar workers live in the province was 173,670 people (Office of Foreign Workers, 2013). However, there are many of non-registered Myanmar worker which their behavior have relatively changed regarding to various circumstances.Presently, very little is understood about the short and long-term career transition experiences of Myanmar workers who have successfully re-entered their pre-migration occupations in Thailand

As a result, the study of foreign workersmigration supposed to be clearly study in order to support government agencies and related organizations in set social policies.

2. Conclusion and Discussion

According to mixed method, the factors related to migrate to Thailand can summarize into 4 issues:

1. Employment expectation in order to improve the quality of life and family: all of Myanmar workers acknowledge the problems of working as unskilled worker in Thailand, but, considering the economic condition in Myanmar, living in their country are more difficult because most of the job available, and basic needs concentrated only in the major cities.Moreover, the most job available in their local communitywas farming and some area no job available regarding to Tables 3 and 4. And the research, the right of Thai Yai migrant workers from Myanmar by Surachai is Krishnachuta, 2549.

2. Higher compensation: the minimum wage of unskilled worker in Thailand is greater than average returns from working in the Myanmar regarding to Table 6.

3. Stereotypes and attitudes towards work in Thailand are considerably good.

In fact, most of local people in Myanmar do not have access to the Thailand economic data. They received information from people or the family or relatives who used to work in Thailand and be able to support their relative by sending money or buying property. In addition, there are

some workers failed or face a lot of problems, but the attitudes of the local Myanmar workers toward working in Thailand are the opportunity to contribute to the better quality of life.

4 Getting in and out of Thailand today is convenience. The procedure of working in Thailand is easier than the past. If they have a valid passport, they can travel to work in Thailand by public transportation. During the holiday season such Thai New Year, they can come to visit their family. Working in Thailand becomes the common choice of occupation for Myanmar.

Myanmar migrant workers in Thailand work expected to work short term, 0-5 years, average of 3.75 years and three particular reasons:

1. The opportunities for career and social acceptance when working in Thailand are relatively low. Myanmar migrants are also viewed as criminals that destabilize Thai society and transgress on Thai laws and norms. The Thai media commonly plays on "themes of chaos, rebels, drug-running warlords, and dangers" within Myanmar's borderlands (Prem Kumar Rajaram & Carl Grundy-Warr, 2004). Although the migrant worker quality of life is better but social acceptance of Myanmar migrant workers in Thailand are low.

2. Myanmar migrant workers have a limited chance at acquiring Thai nationality. Therefore, their choices are limited to either staying long-term with restricted rights or staying short-term to seize the opportunity to work, collect money, and send money home before returning to their country having a better quality of life. It is difficult to obtain civil rights and Thai nationality in order to receive the same rights as the Thais.

3. Myanmar migrant workers' families live in Myanmar - their children living in Myanmar significantly influences Myanmar migrant workers' decision to return home. Still, this slightly explains the overall picture of Myanmar migrant workers' decision (R square = 0.032).

Conclusion of Myanmar Migrant Workers mobility.

Media reports about Myanmar migrant workers moving back to their home county do not refer to a situation in which workers have left Samut Sakhon province until it faces labour shortage. The expected duration of stay of Myanmar migrant workers in Thailand is short, but labour turnover has increased. Myanmar migrant workers either enter Thailand legally or illegally, as that does not make a significant difference for them (Piyawong Panjatewakoopand Mahachai Sattayathamrongthian, 2014). They tend to continue coming back to work in Thailand until their family and themselves are able to improve their quality of life, or until there is a substantial change in Myanmar.

In the advent of ASEAN Economic Community (AEC), Myanmar has become attractive to investors. There is a possibility that Myanmar is experiencing a positive transition which might impact Myanmar migrant workers' motives to return home. According to interviews with Myanmar migrant workers, only one worker mentioned a concrete change, stating that the price of land near the Dawei deep-sea port, which is owned by his family, has substantially increased. Most villagers residing in the area decided to sell their pieces of land to interested buyers. However, most rural villagers hardly experience changes. Therefore, most workers still continue working in Thailand.

The quantitative data based on worker sampling shows that 78.3% of Myanmar migrant workers have decided to continue working in Thailand after the realisation of AEC. Accordingly, Myanmar labour shortage is unlikely to happen in Samut Sakhon province after the realisation of AEC.

3. Recommendations for further research

Data collection on alien workers is sensitive, thus requiring researchers to be particularly careful. From onsite data collection, most Myanmar migrant workers did not cooperate well and were afraid to give information.

It is more effective to hire a Myanmar person who speaks both Thai and Myanmar languages to accompany the researcher group when collecting data onsite. The group should contact Myanmar workers through their employer.

Those interested in the topic of alien workers mobility should also study into the current economic slowdown in Thailand, whether it affects the mobility of Myanmar workers.

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chapter 5

Modernizing of Educational process: directions and instruments

A Comparison of Using English Language in Homestay Business between Samut Songkram, Thailand and Yangzhou, China

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ABSTRACT

This research aims to study the difference between Thailand and China in using English language in the homestay business, and also promoting using English language in the Thai community for developing employees in the tourism business. Then, the two provinces which are Samut Songkram province, Thailand and Yangzhou province, China where English is not the official language can be occurred more problems and difficulties in the communication to foreign tourists.

The study uses the questionnaire for collecting the data by distributing the questionnaire to the homestay's staff both in Samut Songkram province and Yangzhou province. The sample group is 100 homestays for each province. The method of participant as observer role is required to play during visiting each homestay.

Due to the comparative of the research between Samut Songkram and Yangzhou homestays, there are two hypotheses, hypothesis one: there will be relationships between English using and the profit of a homestay, probability because if the homestay staff can speak English, there will be more travelers, especially foreigners come for staying, and hypothesis two: managers in Thailand may know more English than the Chinese homestay staff. The questionnaire is separated into three parts to answer the two hypotheses. The first part is the general information of the informant, the second part is mainly concerned with the homestay business characteristics, and the third part is English language using. As a result, the research is clearly answered the second hypothesis which is Thai homestay is using more English language than Chinese homestay.

Keywords: English language, Guesthouse, Homestay, Using English

1. Introduction

Homestay is a cheaper alternative to hotels. It is usually smaller than the average hotel with limited number of rooms. Potentially, homestay is perfectly suited to the experiential wants of a new generation of world travelers who wish to be socially and environmentally responsible. These travelers are as much on a quest for new knowledge and cultural exchange as they are in search of leisure, rest and relaxation. They are keen to learn about the communities they visit. This has led to the increasing in opportunities for homestay businesses to enhance the experience for visitors by highlighting some of untapped tourism assets. Homestay tourism makes it possible for visitors to immerse themselves in the local culture and learn about ways of life. This all helps sustainable tourism development, strengthens and expands the Thailand brand, and strengthens the international competitive advantage.

However, many homestay managers in Thailand are not formally trained in hospitality management. There is thus a need for information on managing and marketing in a professional, effective and profitable manner. As more and more foreigners come to Thailand for sightseeing, English will become an urgent problem.

As a neighboring country of Thailand, China now is developing very fast, and it is also famous for its tourism business. And, homestay is more and more in China recently. For Chinese people, they are also trying to explore and find out how to make a better homestay business. So, there should be a lot of common features sharing with Thailand, and also the difference between

them. Then, to make a comparison between the two countries on English using in homestay is good for the two countries sharing more information.

2. Review of Literature

The theoretical framework of the study focused on how the staff of homestays uses English language with their foreign tourists and general characteristics of homestay.

In order to run business, nowadays, every staff in every type of business organization, especially in the service industry, should be trained theirs staff to speak English well. English language is considered to be the major language that can use all over the world, therefore, it is very important which all staff should be practiced how to communication with by using language.

However, using English language in Thailand and China seems to have a problem because it is not a mother language, and each country also have their own language such like Thai and Chinese languages to use as the official languages in the countries. Kripp, 2009 describes that interviewed eight "highly motivated students" from China, Japan, and Korea at an American university. Most of them reported practicing conversation with either a non-native speaker or an assigned native speaker for at least one hour per week. However, many expressed a preference for non-native speaker because they found their level 1 conversation partner less compatible (i.e. having similar interests and ideas).

Reinders (2000) surveyed 150 international students in New Zealand about their learning styles and preferences. The mainly East and Southeast Asian students reported that they "did not use English much outside the classroom, despite their living in an English speaking country". Instead, more than 60% of students reported that they consider the classroom to be their principal mode for learning English. The main reason for avoiding contact with English L1 speakers is that the Asian students find the interaction intimidating to avoid speaking English with other Thais in an international workplace. Among other things, they attribute this tendency to the face-saving nature of Thai society. For instance, if a junior is more fluent than a senior, the senior would lose face.

Therefore, it is noting wondering that why Thai and Chinese staff in the homestay business cannot speak English well.

Lynch & MacWhannell (2000) explains that homestay accommodation is a term with specific cultural associations such as private homes, interaction with a host or host-family, sharing of space which thereby becomes public. The associations of homestay establishments which link to the concept of the home can be distinguished from other forms of accommodation. It is used to refer to types of accommodation where tourists or guests pay directly or indirectly to stay in private homes.

Tourism Authority of Thailand (2012) defines the definition of homestay, Homestays (or home stays) in Thailand are just what they sound like, staying as a guest in someone's home. In most cases, Thailand homestays are in rural areas where guests have opportunities to learn about Thai culture, including local handicrafts production and rural Thai lifestyle. Welcoming Thai families are eager to have foreign visitors stay in their homes as the home stay experience is a cross-cultural experience. This option is frequently offered when the purpose of travel is to learn a foreign language.

3. Research Methodology

The study uses a participant-as-observer role. The researcher visited the two provinces and stayed there for several days during April to May, 2013, and also conducted a questionnaire survey. Besides, interviews also conducted to get more details. The questionnaire survey covers all licensed homestays where are located inside the provinces.

The research is a comparative research by using the survey research in order to educate the using English between homestay in Thailand and China. Moreover, the sampling groups are consisting of Thai and China homestay's staff.

The tool of this research is used the questionnaire for collecting the information which are consist of fifteen questions; the first part is about the general information of the informant, the second part is mainly concerned with the homestay business characteristics, and the third part is English language using. Additionally, the researcher also uses the participant observation as a research tool.

4. Research Findings

The researcher analyses the result of the questionnaire in two locations. First, there are 100 samples of homestay where located in Yangzhou, China. Male are 30 people and the 70 people are female. The majority ages of the people who use English in Chinese homestay are between 20 and 30 years. However, the lowest numbers of the people who utilize English are up to 50 years old which means that the teenagers tend to use English for running the homestay business. Additionally, most education background of the people who are operating homestay is high school level and the number is 67 homestays whereas the lowest numbers of education are 4. The position of the informant refers to the owner, manager and staff. The managers are 59 positions which are the highest number of the key of informant.

Then, the second part of research are related with the information of using English in Chinese homestays and the questions concerned about the period for operating business as well as using English in their homestays. Most interviewing of homestay, they have studied English around 5 to 10 years. Also, the owners of business have operated their business more than 5 years around 47 homestays. Besides, the size of businesses are also important for using English because the large homestay which is up to 15 rooms, they are 44 foreign tourists visit in big homestay. Nevertheless, the homestays are 5 to 15 rooms as the medium business. There are 30 visitors and the majority types of tourists are backpackers. Furthermore, group tour is other types of tourists are not interesting to spend their trip at homestay. So, there are 15 sample groups for group tour. Moreover, there are 60 homestays that contact their business via e-mail, which are the significant communication channels to promote homestay.

The result of research shows that English language is so important for operating the homestays because there are 30 sampling group using English everyday. However, there are 71 homestays that concentrating on English. The research also focuses on the hiring staff, there are 64 owners of homestay realized that if the staff understand English language, it would be better for doing their businesses. In addition, the researcher design the questionnaire for evaluate their English level, and hence there is a question for the owners translate from English to Chinese, for example, there are 74 homestay understand the meaning of "Thank you" and they also can translate to Chinese, whereas there are 50 homestay, do not understand in some questions, for instance, "Is any room available?".

For Thai homestay, the person who operates in Thai homestay, the level of education is Bachelor degrees, whereas high school is the significant level for run Chinese homestay. The period of studying English language is similar around 5 to 10 years, and most of them studied English in school and university. However, the small Thai homestays are popular than Chinese homestays. The foreigners visit in Thai homestay around 44 people in everyday. Besides, the types of Thai visitors and Chinese travelers are different because family is the major target for homestay business, but Chinese homestays were selected by the foreigner backpacker. Moreover, Facebook is used for communication channel in Thai homestays. For English language, it is so necessary among Thai homestay due to the fact that there are 91 sampling group. Lastly, there are three questions for evaluate English level of people who are related with homestay. As a result, the correct translating is Thai homestay. Hence, the result of the research is answered the second hypothesis that Thai homestay are using English than Chinese homestay.

5. Conclusion

The research is concerned about two hypotheses. First, if the staff can speak English, there will be more travelers and profits. Moreover, the research shown that Thai homestay are more focus on English language and it also has the positive benefit to Thai homestay. Furthermore, the second hypothesis is Manager of Thailand homestay know more English than Chinese manager. Consequently, the staff of Thailand homestay, they understand English and have ability to use English language within their business.

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Enhancing Basic English Writing Skill from experiences out of the class room: A case of 1st year Airline Business student, Suan Sunandha Rajabhat University

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ABSTRACT

This research aims to study the enhancing Basic English writing skill from experiences out of the class room for the first year students in Airline Business, International College, Suan Sunandha Rajabhat University. The objectives of this research are to study the first year student's opinion on what writing activities they want to practice their writing skill outside of the classroom and to generate process of improving writing skill activity.

The sample of this research was a first year students for 30 persons in Airline Business, International College, Suan Sunandha Rajabhat University. The constructed instruments were a survey, pre and post achievement tests. The statistics used to analyze the collected data were arithmetic mean (X), standard deviation (S.D.), percentage and dependent t-test.

Most of students are satisfied to practice English writing both in and out of the classroom for 63 percent. The student believed that daily life diary activity is able to develop their English writing skill with Highest satisfy and the most happy activity for them. The criticism writing or movie criticism activity is lowest satisfy among students. The average scores from post test of 30 students were 4.47 out of 5 scores which was 89.33 percent. It revealed that post test score was higher than pre test score for 29.33 percent as significant after student practice writing through a diary for 30days.

Keywords: Enhancing, Writing, Out of classroom

1. Introduction

English plays an importance role now a day due to it is utilized as an international language. In a near future, Thailand will be a part of Asian Economic Community member. Asian nations will open national borders, and Thai nationals will have to compete against English-skill professionals. Therefore, English is more significant among Thai people because is mainly used for business, media, technology and education. [1] Especially, for Thai student who will be importance resources of the country, they need to improve and develop their language skills.

English Writing skill is the most difficult fundamental skill because it requires writers to have a great deal of lexical and syntactic knowledge as well as principle of organization in language to produce a good writing[2]. Moreover, it is one of importance skill that utilize for communication for daily life to express idealistic, academic promulgating, information recording, historical since in the past, the present and continuing to the future of human life. [3]

According to curriculum of SSRUIC, 3 hours teaching in a classroom was not enough for non English native students to produce a good writing skill. Moreover, the first year of Airline students are very weak in their communication especially in writing skill which is essential for them. Hence this problem is taken up for study and the new tool is adapted to improve and develop their writing skill. Lecturer is one of the main resources who had empowered to create studying environment and variety of activities in order to motivate learner's imagination to produce an effectiveness studying outcome.

Studying out of the class room is one of the options to enhance students' skill. Moreover, it generates positive attitude among students to learn freely as their satisfaction.

Heaton thesis had been mentioned that the importance of English writing skill concluded 4 majors skill which were grammatical, stylistically, mechanical and judgment skill. So base on that thesis, the researcher had provided pre-test for students from the first year student of Airline business major at Suan Sunandha Rajaphat University International College. The lecturer found out that most of students were lacking of writing skill including weakness of knowledge how to organize a story by using tenses in time limitation.

2. Methodology

The objectives of this research were to the enhancing Basic English writing skill from experiences out of the class room of the first year Airline Business student, International College, Suan Sunandha Rajabhat University and to find out their opinions concerning on what writing activities they want to practice their writing skill outside of the classroom. Also, this research is aimed to utilize the findings to generate process of improving writing skill activity.

The sample of this research was the first year students for 30 persons in Airline Business, International College, Suan Sunandha Rajabhat University. The constructed instruments were a survey which contained opinions on writing activities, pre and post achievement tests. The statistics used to analyze the collected data were arithmetic mean (X), standard deviation (S.D.), percentage and dependent t-test.

3. Findings

Enhancing English writing skill out of classroom by utilizing through a diary activity for 30 days assisted student to develop their writing skill. Diary writing activity is the first rank of activity that most of student believes it can assist them to improve writing skill. Also they think that it is the activity that make them feel the most happy if they would use as a tool to practice their writing skill from out of the classroom. Most of students are satisfied to practice English writing both in and out of the classroom for 63 percent. Base on the survey, the student believed that daily life diary activity is able to develop their English writing skill with highest satisfy and the most happiness activity for them. The criticism writing or movie criticism activity is lowest satisfy among students. The average pre test scores of 30 students were 3 out of 5 or 60 percent. The average post test scores of 30 students was 4.47 out of 5 scores which was 89.33 percent. It revealed that post test score was higher than pre test score for 29.33 percent as significant after student practice writing through a diary for 30days

4. Discussion

Enhancing English writing skill out of classroom by utilizing through a diary activity for 30 days assisted student to develop their writing skill. The researcher found that most of students prefer writing through diary because another writing activity was more difficult and too formal which require highly writing skill. From checking diary of 30 students, female students were more able to write longer story with more detail than male students. The interesting thing from checking the task was the first 15 days, they wrote more detail and interesting story than the last 15 days. The researcher had deep interviewed with 5 male students and found out that most of them were attempting to write at the beginning because it was new thing and new experience.

They felt that they had fun with the first time writing through the diary. Moreover, the writing scores were motivated them to present a good writing. However, the last 15 days, they felt that everyday activity was habitual and boring which generate less story and low motivation. Some male students stated that it would be more challenge if they could practice writing through a web page because there were more interesting application, colorful, and convenience such as they could sign in any place any time they wanted to write. Moreover, those contents wouldn't be disappeared and could be kept in a privacy or share to a public.

5. Future Studies

1.Writing enhancing out of the classroom through a diary should practice as habitually and continuously

2.The researcher should consequence monitor and check grammar correctly.

3.Multimedia, technology should be implemented as a various tool for practicing, improving and motivating student for getting more attraction such as writing through web board, or in the web page in which modernization and technology world.

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Architectural Conservation Practice at "Mr. Louis T. Leonowens's House and Office Building in Lampang"

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ABSTRACT

The house and the office building of Mr. Louis T. Leonowens located at Thama-O Village, Muang District of Lampang Province, in the north of Thailand. The house consists of two storeys which has the wooden house on the upper part and the masonry on the lower part, and also the office building next to the house. Both house and office building are abandoned and they are in very poor condition. The conservation plan and policy for the house and the office building are necessary because they have high heritage significances in terms of historic value and scientific value.

Mr. Louise T. Leonowen, the owner of the house, has close relationship with the King Rama IV and the King Rama V of the Kingdom of Thailand. His mother is Mrs. Anna Leonowen who is an English teacher for King Rama IV's children. She became famous with the publication of her memoirs as "The English Governess at the Siamese Court". The publication is adapted and also well known as the musical "The King and I". Moreover, Mr. Louise T. Leonowen is the teak trading entrepreneur who has the role to save Lampang from Shan tribesmen rebellion.

The house and the office building of Mr. Louis T. Leonowens connect the present and aspects of life in the past of teak trading and lifestyle of people in northern of Thailand. It also vividly reflects the development of Siam to Thailand during the modernization. Furthermore, it can be the tourists' attraction of Lampang and can generate income for the local community if proper conservation treatment is provided. Architecture is a nonverbal form of communication, a mute record of the culture that produced it.

A beautiful Lanna colonial-style house and office building in Lampang which formerly used as the house and the teakwood trading company of Mr. Louis T. Leonowens is a place of cultural heritage significant and it is also a place worth conserving. Unfortunately, the wooden house of glory history of Lanna and Lampang during the Golden Teak Era is abandoned in very poor condition. If this house could be a man, it is an old man who was waiting for someone to bring life back to him. Then, he will tell us his good old days's stories as the rewards.

The house was built around 1901 by the time of Mr. Louis moved from Chiang Mai and started his owne teak trading company in Lampang. He built his house and his office building in the same area, at Thama-O Village. The house has two stories with wooden upper floor and plaster and brick on the ground floor. The one storey office 2 building is situated 20 meters away from the house.

The location of the house and office building is perfect for doing the teak trading business because it is on the bank of Wang River. Besides this, it is situated 500 meters away from another teak trading company, which is the Borneo Company, and it office building. Both teak trading companies choosed their location by the river in order to stockpile the teak logs in the

Wang River and transported downstream along the Chao Phraya River to Bangkok. In those days, Lampang was a significant log center of the north of Thailand. The province is located 599 kilometers from Bangkok. It is also the center of northern Thailand which has the boarder by Chiang Mai, Lamphoon, Chiang Rai, Payao, Sukhothai, Tak, and Phare. Besides this, it is located in the broad river valley of the Wang River, which is one of the route of teak transporting to Chao Phraya River. In 1939, after the end of teak logging operations between teak trading companies in Lampang, including Louis T. Leonowens Co., Ltd., Borneo Company, Bombay Burmah Trading Corporation, and East Asiatic Company, the foreign entrepreneurs closed down their operations and left behind the teak offices and staffs' villas.

The Royal Thai Forest Department bought land and all building from both Louis T. Leonowens Co., Ltd., and Borneo Company. Unfortuntely, there is only the office building of Borneo Company that is wellconserved and continually used as the accommodation for the director of Northern Forest Industry Organization, while Louis T. Leonowens' house and its office building are lefted unattended and its beauty of architecture from the past is being deteriorated. Throughout History with Historical Value If only people know more about the history of Mr. Louis T. Leonowens, his house and office building will become another point of attraction for Lampang's tourism.

This is the place with outstanding historical value because it has three significants in history of Thailand. Firstly, Mr. Louis is a childhood friend of King Chulalongkorn of Siam. Secondly, he is a son of Mrs. Anna Leonowens who became famous with the publication of her memoirs as "The English Governess at the Siamese Court".

The publication is adapted and also well known as the musical "The King and I". Thirdly, he is the teak trading entrepreneur who has the role to save Lampang from Shan tribesmen rebellion.

Mr. Louis T. Leonowens travelled to Thailand with his mother in 1862 when he was 6 years old. His mother was invited to Bangkok and teaches English to young children of King Mongkut, the King Rama IV. She taught the royal children fro five years and relocated to America with her son. Her best-selling book, "The English Governess at the Siam Court" is well-known worldwide. She wrote about Siamese royal court lifestyle and the life in the household of King Mongkut, who reigned from 1851 – 1868. However, her memoirs are viewed with skepticism by historians who say she exaggerated her own abilities and depicted the king as a buffoon when in fact she had very little contact with him. As a little boy in Bangkok, Louis enjoyed himself enormously.

Sometimes, he went to Anna'a class and would stand on the chair beside his mother, mimicking her voice and gestures as she taught the little princes and princesses. He is adored by King Mongkut because the king usually gave him a toy sword and gun, and "a beautiful boat with 3 which I row Mama to the palace." King Monkut even had him to dinner and also took him on the royal yacht to Ayutthaya and later to distant Nakorn Pathom. Mr. Louis returned to Thailand when he was 24 years old after his journey and working at the gold field in Australia. He met King Chulalongkorn, his childhood friend, coincidentally during the royal's ceremony in Bangkok.

The king offered him a job as the king's royal guard. Later, the king asked him to lead a raggle-taggle troop of soldiers up to the North East to protect a party of surveyors who were plotting the boundary between Siam and the Freach colony of Laos. Louis resigned from royal

service in 1884 and became an agent for the Borneo Company, stationed at Raheng (Tak) and Paknampo (Nakorn Sawan).

In 1889, he was promoted to the post of "Northern Superintendant" for the British Borneo Company, in effect in charge of all the teak operations of the company. He also acquired for himself the least of forests near Lampang. He opened a general store in Bangkok and another in Chaing Mai. He bought a lease on the Oriental Hotel in Bangkok and went into partnership in the new company, Louis T. Leonowens Ltd. Louis was fortunate and he became a successful enterpreneur and famous among Thai nobility. In 1902, the Shan tribesmen rebelled against the government in Bangkok who were now taxing them severely.

The Shan attacked the little town of Phrae and then advanced on Lampang. Louis moved at once to lead the foreigners in defending the town. He urged a few foreign women into a special bullet-proof room in the British Borneo Company's compound. He organized the man to build V-shaped barriers across all the roads into town. Finally, the Shan were halted by the teak-wood barricade and driven off by musket fire from Siamese troops in the town. Louis has strong involvement with Siam than letting the invaders to harm his beloved land and people. Throughout History with Scientific Value The house and the office building of Mr. Louis T. Leonowen in Lampang also reflected the scientific value as it is the evidence of Thai forestry and the importance of teak in Thailand. Teak and timber is highly valued because of its durability and resistance to termites.

In 1882, a Danish sea captain named Hans Niels Andersen returned to Bangkok with the news that his cargo of teak had been sold in Liverpool for a profit of a hundred percent. Thereafter 'the trade was transformed into a wild scramble which rivalled a gold rush'. In 1895, Thai government wanted to centralize the power over teak trading in Thailand.

The minister of the Interior, prince Damrong, invited Mr. Herbert Slade, a British forester working in Burma to come to Siam to help start and direct the Royal Forest Department.The department used its powers to claim the forests of northern chiefs as property of the Siamese government in Bangkok, and it determined who could lease forests and how many what trees a leaseholder could cut. The founding of Siam's Royal Forest Department is an extension of the forestry conservation laws and management programes that is already used in British India and Burma in the 1840s – 1860s. Current Condition of the House The condition of the house is in very poor condition. The hose consists of two stories which has the wooden house on the upper part and the masonry on the lower part.

4 First Floor/Upper Floor The upper part has more severe damaging from insects, termites, sunlight, humidity, and strong wind, since some parts of the upper floor arebroken and missing. After the investigation, the current condition of the first floor of the house is as follow. Roof – The tile roof is aging and leak cause water stains on the ceiling. The moisture damaged some part of wooden ceiling panels. Roof's decoration - The eaves with decoration of fretwork in Lanna patterns became decayed. Post and Beam – Posts and beams of the house are wooden structure. The wood structure of the main part of the house is still in good condition because they are hard woods.

On the contrary, the back part of the house which is the kitchen's area has high degree of deterioration and almost collapsed. Wall – Some parts of wooden wall are missing both exterior and interior. There are fungus stains and harmful signs of damaging from insects and termites. Windows – There are two kinds of windows on the first floor of the house, which are louver

panel windows in wooden frames and solid pieces of wood panel. They are in poor condition with some of broken.

Doors – The are wooden double swinging doors. The doors have louver panel on their upper part and solid pieces on the lower part. Similar to the condition of the windows, Some of them are broken and most of them are missing both knobs and bolts.

Floor – It is the wood floor on wood structure. The floorboards are decayed with fungus stains and insects or termites attacking the wood. Some parts of the floor are cracked and broken.

Stairs – There are two sets of wooden stairs to the upper floor. One is at the front of the house and another is at the back which leads to the kitchen area. The front stair is in poor condition but it is still usable, while the stair at the back is totally damaged and unusable.

Ground Floor The ground floor of the house has combination construction type. Its left hand side is masonry and the right side is wooden. The current condition of the ground floor is as follow.

Wall – The left side of the ground floor is masonry building. The materials of this part are bricks, plasters, and painting. There are fungus stains and harmful grouth on masonry. There are also the dampness stains on the wall and signs of water penetration. The defective plaster rendering are appeared mostly on the external walls. The right side of the ground floor is made of woods. The folding doors are connected together to form the wall's panels.

5 Floor – The floor is cementitious products base. There are some cracks on the floor of the walk way under the shade. The grasses and small trees grow from the cracks. The inner floor is still in good condition.

Roof – There is hip gable roof covered the walk way around the right side of the ground floor. The tile is the material of the roof. It is also supported by free standing wooden pillars. Current Condition of the Office Building The one storey office is a small masonry building with solid foundation. It is situated 20 meters away from the house. Besides this, the condition of the office building is also in poor condition.

Roof – It is hip gable roof style with galvanized tin roof. The materials are aging and have a lot of defects and cracks. There is also a shade that is extened from the roof structure. It covered the front part of the building. The shade is supported by six free standing pillars. The top part of each pillar is decorated with curved steels. There are ventilation air holes on both sides of the building, under the roof gabel. Roof's decoration - The eaves also decorated with fretwork.

The plaster ornaments in Lanna's flower vast shapeare located on the tip and the end of gable roof on both sides of the building. Wall – The masonry wall and building is deteriorated by fungus, dampness, wind, and sunlight. Some parts of the external wall have erosion of plaster products. The plaster ornaments still could be seen above the arched-frame of the two front doors and one front window. Door – Two doors are the entrance at the front of the building. The doors are folding wooden doors with good condition. Window – The windows are wooden flush window. Floor – Due to the building is permanently locked, the inner floor is unable to observed.

Statement of the Policy According to Guiding Principles of the Burra Charter, the staements of policy for architectural conservation practice can be interpreted and adapted into four easy steps to follow.

1. Care for significant fabric by change as musc as necessary but as little as possible.
2. To be able to adjust and should not prevent future conservation action.
3. Building and structures should not nostalgically create a false impression.

4. Make it look right or Sympathetic change.

Therefore, there are seven statements of policy on conservation practice of the site as Mr. Louis T. Leonowens' house and building which is followed the above ideas from the Burra Charter.

The policies are as follows.

1. The site should be urgently conserved by convincing the Thai Forest Department and Northern Forest Industry Organization, which are the owners of the location of the site, to support the fund.

2. The site should be proposed to Lampang City Municipality in order to promote it as the cultural heritage site to tourists.

3. The house and the office building should be restored by using traditional materials or substiture materials and technique where suitable for replacement.

4. The house should be restored and used as the boutique hotel with four guest's rooms. The office building should be restored and used as library of English books with small space for gallery and creative workshop.

5. The site's landscape should be rebuilt and designed to enhance the atmosphere of colonization's influence in Lanna and Siam.

6. The collaboration between local community and stake holders such as, Thai Forest Department, Northern Forest Industry Organization, and Lampang City Municipality should be organized in order to encourage the involvement in the conservation of the site.

7. Long-term conservation practice should be created among the local community and stake holders such as, Thai Forest Department, Northern Forest Industry Organization, and Lampang City Municipality, in order to promote the site's sustainability.

Consider the options In order to identify options for architectural conservation practice on Mr. Louis T. Leonowens' house and office building in Lampang, the comparison between two options will help making suitable decision on what to do with this site.

The details of two options are as follows.

1. To restore the house and office building and use them as the museum to exhibit the history of teak trading in Lampang.

2. To restore the house as the boutique hotel with four guest's rooms. The office building also should be restored and used as library of English books with space for gallery and creative workshop. The above two options are considered their impacts on significance of the site both positive and negative impacts. The details of impacts analytic issues are displayed on the table below.

Conclusion

If only the people has understanding of architectural conservation practice and know about the guidelines from the best practice standard for managing cultural heritage places like the Burra Charter, the authenticity and significances of the heritage will be under the safeguard. Mr. Louis T. Leonowens's lifestyle, entrepreneurship, and advangerous journey will brought back to live and become the public's interest. Moreover, his story and story about Siam during the modernization and colonization will live forever as long as future generation continues to appreciate the architectural heritage of his house and office building.

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A Study of Personality Improvement and Grooming towards SSRUIC Airline Business Students

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ABSTRACT

This research presents the importance of personality in the airline industry in the focus of 2nd year Airline Business students who studied Human Resource Management course during January to April 2015. In addition, twelve students were chosen as samplings to conduct the research based on Public Speaking technique in order to evaluate the learner's grooming and self confidence. In this technique, it is the way to enhance and groom student's outer and inner to bring about a positive change. The researcher realizes on the importance of personality in the airline business since recruitment process of the airline industry relied on personality assessment and interview process which image, grooming and self confident play an important role. Thus, Airline Business students should prepare and be ready for the upcoming selection criteria for internships and future careers. To be able to improve personality in relations to grooming, learners will learn about their strengths and weaknesses through personality test. They will also learn the importance of image through self evaluation during public speaking workshop. The researcher has planned to survey the way of improving personality towards Airline Business students and conducted this research by having Pre-test and Post-test in the same learning group, followed by public speaking technique.

Keywords: Personality Improvement, Grooming, Airline business, Public speaking

1. Introduction

The airline industry has evolved rapidly in recent decades. It was a luxurious form of travel early in the last century but has become one of the most common methods of travel today. As a result, the high demand of crew in the airline industry caused the varieties of job offer in the airline industry market. The recruiting for candidates for airline industry has shifted to varieties of career opportunities and career advancements. Institutions as a service providers provide skill

and education in the field of Airline Business to serve the needs of potential graduates to be qualified with this field of study.

Airline Business Program in institutions and universities offered training and education to prepare learners to have great potentials in the airline industry. Today, students have more choice in the selection of universities providers as Airline Business fields of studies than was previously available. In a competitive market, the universities must understand airline business in order to provide valuable training and appropriate education. One of the key area of qualifications that Airline Industry is searching in candidates is the right personality. Furthermore, Airlines select candidates based on how well the candidates show the right attitudes and manners that are equivalent or match with the airline image. Therefore, personality development in Airline Business program is very important. The significance of the study is to reveal useful teaching techniques which could contribute in improving personality of the students. In this study, the researcher as a teacher has selected Public Speaking activities to study about the technique to aid and sooth the process of improving personalities in Airline Business students at Suan Sunandha University International College.

The main objective of the research were

1. To study the current personality of Airline Business Students at SSRUIC
2. To examine the effectiveness of public speaking towards the personality improvement in Airline Business

2. Methodology

The objectives of this paper were 1) to investigate the effectiveness of teaching personality improvement in the areas of grooming of students by using public speaking technique.; 2) To study the current personality of Airline Business Students at SSRUIC; 3) to activate and reinforce students' other skills in relations to grooming and presentation skills. The 16-Personality Factor (16-PF), Myers Briggs Type Indicator (MBTI) which have been mentioned as critical variables in several personality studies , were determined to examine the current personality in Airline Business Students. Then, The Personal Report of Public Speaking Anxiety (PRPSA) which have been mentioned as successful tools in several public speaking assessment studies, were determined to investigate the effectiveness of teaching personality improvement in the areas of grooming by conducting Pre-test and Post-test of the Public Speaking activities. This PRPSA consists of 34 questions measuring feelings associated with giving a presentation and has been reported to be unidimensional. Richmond and McCroskey (1998) reported that normalized PRPSA scores fall into five categories (numbers in parentheses are percentages of a normalized population fitting each category):scores of 34-84 indicate low anxiety not (5%); 85-92 moderately low anxiety (5%); 93-110 moderate anxiety (20%); 111-119 moderately high anxiety(30%); and 120-170 high anxiety (40%). Mean scores on the PRPSA have rarely been reported, as the instrument was designed and used primarily for identifying highly anxious students. “Highly anxious” is defined operationally as someone with a PRPSA score equal to or greater than 120. The questionnaire is scored by first summing the 22 positive items, then summing the scores of the reversed items, and finally subtracting the total from 132. Scores range from 34 to 170, with a higher score representing more public speaking anxiety. Translation procedures for the PRPSA were carried out with the goal of obtaining equivalency (Newmark, 1988), using the same back-translation methods employed by Keaten, Key, and Pribyl (1997).

3. Findings

Pre-test and post-test PRPSA scores were examined. The researcher found that students with personality Introverts tends to shy away from the spotlight and draw less attention to themselves. Therefore, their attires for effective grooming are always simple and plain. However, ,those who are willing to improve will dedicate oneself to improve one's presentation skills to achieve one's success (Ancowitz). An important component of the behavior of people with a phobia is their inward focus on their bodily processes and their belief that others are also aware of these. One major area of concern from the sample group of students are fear. This one is hard for a lot of people. The researcher selected Personality Improvement activities as getting up in front of strangers since the aim of this is to talking with less intimidating. The trainer realized that the best presentations from participants are ones that create a deep personal connection, and as human beings, people share the feelings of fear or vulnerability. If one is willing to open up, it can help people feel a stronger connection

4. Discussion

The purpose of this research was to measure the effectiveness of public speaking training program on grooming. In brief, students receiving skills training reported a significantly higher self-confidence when compared with members of a control group. Although students in sophomores reported similar levels of public speaking anxiety, the cause of the anxiety may not necessarily be similar. Until the causes of public speaking anxiety are investigated, researchers cannot assume that a treatment strategies will be appropriate for students. Due to the students' different background and potential skills in members of the sample group, this made students diverse in personality improvement. After observed in class and test paper, the result found that public speaking technique boosted the students to have more self confidence to present the familiar topics and it could build up potential for students to present the unfamiliar topics. The result also showed that students who have finished the public speaking workshop tended to understand context of image and grooming faster than sophomore year students. In addition, participants with only basic level of presentation skills have greater enthusiasm of what they are going to present. Besides, a systematic approach to public speaking can yield important academic benefits for students. Personality Improvement teaching technique could be applied from activities as Public speaking contest to university's representative or country's representative. Public speaking technique could be a great benefit for students in class learning and for their future careers.

Consequently, our physical and personality traits interact with our occupations as there is no one type of accountant, no one type of football coach, no one type of salesman. Instead, members of each occupation tend to have "family resemblances" in how they act and even look. Job choice is affected by personality. In turn, personality is best understood in parallel with directly analogous physical traits. People choose jobs that fit their personality traits, e.g., outgoing people are more likely to go into sales and detail-oriented introverts more likely to go into accounting. Because of the huge demand for attendant, airline companies are sub-contracting flight agencies to conduct the training courses. Becoming a flight attendant requires a series of intensive training in personality development and emergency response. The researcher also stated that Education is just the first stepping-stone towards becoming a

successful flight attendant. Students can have a greater competitive edge when they improve personality such as communication, public relations, sociology and psychology which it has been suggested that the primary roles and responsibilities of a commercial attendant. The trainer also explains the importance and techniques of grooming as well as proper etiquette when dealing with passengers. On the other hand, being chosen to become a part of the cabin team means more opportunities for development trainings. These include language and speech practice, emergency response course, first aid training, and personality development (grooming). This Airline Business Program is designed to prepare graduates with the airline industry knowledge and conforms to the International standards of airlines' in-flight operations and hospitality industry and open a lot of job opportunities in this field. Personality development and customer care skills will also be helpful and can also be transferred to other areas of one's life.

5. Conclusion

This research has shown that a strong personality can be obtained with a relatively confidence especially courage to overcome the anxiety in public speaking. The well prepared and focus attention on details of the personality Introverts can express better in the familiar speech while the Extrovert personality may present well in impromptu speech. Personality Development essentially enhance the grooming of one's outer and inner self to bring about a positive change to one's life. Each individual has a distinct persona that can be developed, polished and refined. This process includes boosting one's confidence such as improving communication and language speaking abilities, widening ones scope of knowledge and boosting one's grooming by adding style and grace to the way one looks, talks and overall imbibing oneself with positivity, liveliness and peace. Although the Public speaking technique of this development takes place over a period of 8 weeks, implementing this to one's routine and bringing about a positive change in oneself takes a considerable amount of time. From this paper, the researcher collected the data to analyzed and provided guidelines for an individual to develop his or her own aura or charm. Personality development is a tool that helps an individual to realize his or her capabilities and strengths to make a stronger, happier and a cheerful person.

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A study of online monitoring for tourists' motivation, perception and behavior

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ABSTRACT

Here referred as HTB (Hotels' Tourism and Business). After several years of experience, HTB has chosen to enter a specific measure of the market by exploring and establishing high-end customer service. Alliances with International groups and firms already established facilitated that approach due to their long experience in that area. Monitoring of activities pertaining to social media can be very subjective. Some hotels simply use monitoring to watch "chatter". And for some, it's about tracking sentiment, message reach, customer service, feedback, etc. How HTB uses these monitoring dashboards really depends on the goal of the overall program. If a brand representative starts responding to every comment found online it can come across as a defensive move. Guests do expect some level of participation but moderation is key. Some hotels only respond to direct questions received via blogs, Twitter, Facebook etc. Finding the right balance between participation and observation is a major challenge of the entire social media activity. Guests are increasingly talking about hotels in multiple online channels such as TripAdvisor, Yelp, OTAs – Expedia, Priceline, Travelocity, etc, and social media channels such as Facebook, Twitter, and Youtube. If HIB feels that's overwhelming, it's important to know that we are only at the beginning of the imminent social media explosion and the online activity in these channels is bound to increase. The most important question on hotelier's mind is - "Should I care?" The answer is absolutely and emphatically – Yes, indeed! The reasons HTB should be attentive to these facts starts with Monitoring conversation. People are talking about HTB. If the hotel does not take part in the conversation, it will leave open the possibility of people saying things that may not be particularly true.

Keywords: Perception, Motivation, Service, Hospitality

1. Introduction

With the proliferation of channels where consumers are leaving reviews, the complexity of monitoring and managing such reviews increases significantly. Not only professionals of the hospitality industry should monitor such comments, but indeed take a deeper depth into measuring key performances indicators and ensuring a higher level of interest on a regular basis. Online customer reviews are the mirror of various services and products offered by hospitality professionals, and it is crucial to take them in consideration. However, considering them doesn't necessarily mean that the Hotelier needs to reply each and all comments. It is a must for hotels to monitor key performance indicators such as the total review across all channels. It is important for hotels to get more reviews online as reviews become important part of search engine placement criteria. Hotels should encourage guests to leave more reviews on different online channels. The unfortunate reality is that most people who had a good time at your hotel are less likely to leave a review than those who are vengeful in their thinking. So, it is a key initiative to encourage all your customers to leave reviews online. Hotel staff can request reviews during

check-out or through signs posted in the guest rooms and lobbies. Positive reviews versus negative reviews are very important, mostly to understand the distribution of hotel reviews. In general, most people understand that it is impossible to keep all the customers happy all the time. Our rule of thumb is that if 70-80% of the reviews are positive, that's regarded favorably by guests. However, if 70-80% of the reviews are negative, there is an operations issue at the hotel that needs attention. Hotels should give special attention to identifying systemic problems that may be causing negative reviews. By acknowledging the reviewer and assuring their concerns are being taken care of, an angry guest can be converted to a loyal customer. Responding to a positive review allows hotels to further cement their relationship with a guest and creates stronger loyalty to the hotel and the brand.

This is especially true when it comes to single operated hotels that are based on local and self-marketing, which historically have contributed greatly to the Hospitality Industry. Since the threat from large Groups and low-cost hotels is imminent for many HTB companies, the possibility to use the customer review online can seem promising. When a HTB company decides to exploit its competencies and its customer review application on a specific target, in order to respond to the threats from competition, it is valuable for that hotel to have a fairly true and accurate picture of the customer feed-back that is needed to be competitive based on a specific segment of the clientele. Customer review sometimes has evolved during long time within and between people under specific conditions which makes it complex and not always easy to analyze, understand or interpret. It involves several aspects and levels of feed-back and KPI's and how these accumulate to the essential results that is needed to compete on the market. The dynamic capabilities of a HTB enterprise determine its capability to use and create its embedded resources in the quest of a sustained competitive advantage. This means that it is not enough to understand what customer reviews represent to the HTB companies. It is also about building on that feed-back so that it is relevant for sustaining competitive advantage on the new market. Since the KPI's based on customer reviews are a complex phenomenon, embedded in certain contexts and individuals, it can be problematic to picture it. Especially due to the fact that it is still a new market and it is still evolving. However, being able to understand the value of an individual feed-back for competitive advantage is especially important in the process of starting business in a loyal guest relationship.

2 Monitoring online reviews

It is a must for hotels to monitor key performance indicators such as the total review across all channels. It is important for hotels to get more reviews online as reviews become important part of search engine placement criteria. Hotels should encourage guests to leave more reviews on different online channels. The unfortunate reality is that most people who had a good time at your hotel are less likely to leave a review than those who are vengeful in their thinking. So, it is a key initiative to encourage all your customers to leave reviews online. Hotel staff can request reviews during check-out or through signs posted in the guest rooms and lobbies. We recommend that hotel responds to every negative review and some positive reviews assuming that the channel allows you to respond. By acknowledging the reviewer and assuring their concerns are being taken care of, an angry guest can be converted to a loyal customer. Responding to a positive review allows hotels to further cement their relationship with a guest and creates stronger loyalty to the hotel and the brand. The benchmark versus competitors is a

good practice to compare hotel's performance on key performance indices against competitors. That gives the hotel staff a goal to target and also is an indicator of how well the hotel is performing. Monitoring and managing online reviews is key and will continue to increase in importance as search engines and consumers use reviews to determine the best hotels in a market.

2.1 Tracking reviews analyses

Online customer reviews are the mirror of various services and products offered by hospitality professionals, and it is crucial to take them in consideration. However, considering them doesn't necessarily mean that the Hotelier needs to reply each and all comments. It is a must for hotels to monitor key performance indicators such as the total review across all channels. It is important for hotels to get more reviews online as reviews become important part of search engine placement criteria. Hotels should encourage guests to leave more reviews on different online channels. The unfortunate reality is that most people who had a good time at your hotel are less likely to leave a review than those who are vengeful in their thinking. So, it is a key initiative to encourage all your customers to leave reviews online. Hotel staff can request reviews during check-out or through signs posted in the guest rooms and lobbies. Positive reviews versus negative reviews are very important, mostly to understand the distribution of hotel reviews. In general, most people understand that it is impossible to keep all the customers happy all the time. Our rule of thumb is that if 70-80% of the reviews are positive, that's regarded favorably by guests. However, if 70-80% of the reviews are negative, there is an operations issue at the hotel that needs attention. Hotels should give special attention to identifying systemic problems that may be causing negative reviews. Keywords people are using while writing and "chatting" about hotels are essentials, only because online reviews provide key marketing information that hotels previously had to spend a lot of money to determine through focus groups and customer interviews. Monitor the positive keywords so that hotels can use that in their marketing messages. Likewise, also find out the negative keywords that people use so that hotels can focus on those issues in their operations. Responding to reviews as stated above is a very delicate matter, just like when an unhappy guest walks up to a hotel front desk and if the receptionist manages the issue well, the guest leaves happy, it's critical that online reviews be responded to. We recommend that hotel responds to every negative review and some positive reviews assuming that the channel allows you to respond. By acknowledging the reviewer and assuring their concerns are being taken care of, an angry guest can be converted to a loyal customer. Responding to a positive review allows hotels to further cement their relationship with a guest and creates stronger loyalty to the hotel and the brand. The benchmark versus competitors is a good practice to compare hotel's performance on key performance indices against competitors. That gives the hotel staff a goal to target and also is an indicator of how well the hotel is performing.

2.2 Hospitality and Tourism Industry

Since Thailand launched "Visit Thailand Year" in l987, the number of foreign tourists visiting Thailand has increased dramatically, despite the Gulf War in l991. The period 1987-1996 can be termed the Golden Decade of Thai Tourism. Over this period, unprecedented economic growth of Thailand has also stimulated local tourism. By 1996, the number of trips

taken by Thai tourists was estimated by a Thailand Development Research Institute (TDRI) study at 42.5 million. A number of positive and interactive factors have contributed to making 1987-1996 the Golden Decade for Thai tourism. These include the end of the Cold War, the expansion of international trade and investment, the shift of the growth pole from the Atlantic rim to the Pacific rim (especially to the Asian Pacific-rim countries), the opening of new tourism destinations in the socialist countries in Thailand's vicinity, technological progress in the aviation and telecommunications industries and others. These factors have combined to increase demand for tourism and at the same time increase the comfort as well as reduce the costs of long-haul travel. Thailand has been well placed to benefit from these global changes. Recognizing the benefits tourism can bring, Thailand was an early starter compared to its neighbors in the region, in implementing active tourism campaigns. Its location as a half-way stopover between Europe and East Asia and Australia and as a gateway to Indochina and Inner China provides a strategic position to offer a diversity of tourism packages to international tourists. Within Thailand, the expansion of the middle income class following rapid economic growth has encouraged unforeseen growth in local tourism, especially the demand for nature-based attractions. Increases in income have also stimulated demand for foreign travels among the Thais, which in turn has reduced the net foreign exchange from tourism.

2.3 International tourism trends

The World Tourism Organization reported 567 million international arrivals in 1995. By 2000 and 2010, this number is expected to reach 664 million and 937 million respectively, implying an average annual growth rate of 4.7 percent. The Asia-Pacific region tends to register higher growth than other regions. The number of tourists visiting the Asia-Pacific is forecast to increase to 104 million arrivals in 2000 and 190 million in 2010, implying an average annual growth rate of 6.7 percent. In terms of income, the world tourism industry generated US$372 billion in l995. By the year 2000, global tourism receipt is expected to reach US$527 billion. About a tenth of global employment is in the tourism industry which contributes about 10 percent of the world's GDP.

3 Growth of Thai tourism

In the last two decades, the number of international arrivals in Thailand has increased fivefold from 1.2 million arrivals in 1975 to about 7 million arrivals in 1995. This figure represents approximately 1 percent of the world's total travels. This means that Thailand has ample opportunities to tap more new arrivals and expand its market.

Strategically located between destinations of great attractions of the West and the East and between those of the Northern and the Southern hemispheres, Thailand stands to gain from increased tourism in the region. As a member of the Association of Southeast Asian Nations (ASEAN), Thailand is well positioned to offer packaged services or to implement joint tourism promotion schemes which will yield increased mutual benefits, especially in areas where concurrent investments are necessary, e.g., sea-port facilities. The number of international tourists visiting Thailand is projected to increase to 9.6 million arrivals in 2000 and a further 11.2 million arrivals in 2003.

More staggering, however, is the forecast of the increase in the number of domestic tourists. Estimated at 47.3 million trips in l997, this figure is expected to almost double by the year 2003,

reaching 97 million. By the end of this century, the tourism market in Thailand will be dominated by local tourists. Thailand is no doubt one of the leading tourism destinations among the ASEAN members. However, the rate of increase in the number of international tourist arrivals in Thailand is relatively low compared with its ASEAN neighbors. By 2000 A.D., Indonesia will head the ASEAN list with the largest number of tourist-days.

3.1 Government Management

An evaluation of government management revealed a number of areas for further improvement. Apart from visa application, Thailand did not rank first or rank highly in any other items on government management from tourism entry services (such as immigration and custom service) to broader management of infrastructure, inter- and intra-country communications, urban traffic, health and sanitation. Among the areas which need the greatest improvements are Bangkok's traffic congestion, pollution control and tourist safety.

3.2 Gateway to Asia

Strategically situated between Europe, Australia, Africa and Asia, Don Muang Airport in Bangkok boasts more than 400 flights per day. Thailand has been ranked by 45 international tourist agencies as the topmost gateway to Indochina, followed by Singapore and Hong Kong. Chiang Mai and Bangkok have also been ranked third as a gateway to Inner China, after Hong Kong and Singapore. At present, the Thai airline and Thai tourist industry have a great role in dispatching tourists to other Indochina destinations especially to Myanmar, Lao PDR and inner China through Yunnan and Sichuan. Enlarging joint tourism activities will require a number of improvements: better advertisement and public relations (especially regarding Thailand's easy links to inner China and Tibet), promoting investments to construct the road network in Thailand known as the East-West and North-South Corridors, facilitating day trips for border tourism and easing the visa application process for travelers wishing to travel within the Indochina sub region.

4. Conclusion: Giving special attention to online monitoring

If the hotel does not take part in the conversation, it will leave open the possibility of people saying things that may not be particularly true. On the other hand, it may miss opportunities to know what people find good about the property, also about booking rooms. Most consumers will check online reviews or pay special attention to their friends' recommendations prior to booking rooms. In summary, online reviews will continue to increase in importance and will have a direct impact on hotel revenue and profitability. With the proliferation of channels where consumers are leaving reviews, the complexity of monitoring and managing such reviews increases significantly. Not only professionals of the hospitality industry should monitor such comments, but indeed take a deeper depth into measuring key performances indicators and ensuring a higher level of interest on a regular basis.

Tracking customer reviews are the mirror of various services and products offered by hospitality professionals, and it is crucial to take them in consideration. However, considering them doesn't necessarily mean that the Hotelier needs to reply each and all comments. It is a must for hotels to monitor key performance indicators such as the total review across all channels. It is important for hotels to get more reviews online as reviews become important part

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Development of a new Interactive Book for the Global Changes

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ABSTRACT

Modern computer technology in conjunction with the well-known possibilities gives the teacher unique tool for organizing research activities and for creating learning materials. The application of this technology contributes to a significant increase in students' interest the lessons and to the effectiveness of the educational process. The new technology allows us to create a new type of interactive book. This project aims to create a multimedia Video Book for secondary school students and first-year university students. A Video Book is built in the platform that we can use on PC or MAC or Tablet computer. Tablets are low-cost, popular, more practical and widely used in the classroom environment. But the problem is that there are not enough educational software applications running on tablets. The conditions of the problems are not formulated as text but as video files showing real situation in daily life. The video formulation of problems forces students to independently choose their own interesting topics. Interesting problems inspire students to look for and find answers. This type of book has been done in 2 platforms. The first one is a software application containing the content and supporting related video. The second one is similar to normal book but using mobile devices or computer tablet to link with videos on some websites using QR code or Augmented Reality (AR).

In this project 10 video problems will be presented in Russian, English and Thai languages. The answers and explanations of all problems will be given as well.

Keywords: Educational technology, interactive lessons, solving problem, tablet computer, video book

1. Introduction

The development of thinking and creative abilities in young people, forming the skills of observation and the analysis of phenomena, and establishing links between phenomena are identified as top priorities in education. Solving problems in daily life is the goal of education. This type of learning activity influences student motivation, interest in cognitive activity, and the development of creative ability. For all these reasons developing problem-solving skills is identified as a top priority in education.

Tablet computers are widely used in the schools because they are low-cost and more practical in the school environment. But the problem the many countries is that there are not enough educational software applications running on tablets in various local languages. This project is the first step of collaboration research and development of software application between Kazan Federal University, Kazan, Tatarstan, Russia and International College, Suan Sunandha Rajabhat University, Bangkok, Thailand for an active learning using video problem to arouse curiosity. This type of book can be used in any subject both sciences and social sciences. But in this project 10 sample video problems will be presented in Russian, English and Thai languages. The students can learn by themselves individually or in a group by watching the video problems and try to answer the question and explain the phenomena in the video. The answers and explanations of all problems will be given as well.

2. Method

For the first platform of this book, we have adapted this software for Tablet PCs in this project. Video book presents the minimum requirements for the operating system: it is obligatory to have Adobe Flash Player. It is desirable to have a screen with resolution not less than 800x480 px. For program shell can be used browsers IE, Safari, Chrome, FireFox. It has been found that the FireFox (3 and higher versions) is the optimal browsers for our software. Special installation of the product is not required – just copy it to a disk of tablet or PC.

Ten interesting experiments were selected. The challenging problems and answers as well as clear explanations related to the problems were prepared. High quality video clips of each topic were recorded and rearranged into 3 languages: English, Russian and Thai. The structure of this software application composes of 3 parts: content menu, video display and answer-explanation. A web browser like Firefox is applied to run this video book.

For the second platform, the book can be printed in a normal hardcopy form. But the interactive part can be linked by using a QR code linking to video problem as well as the solution.in any related website. Augmented reality can also be used to inspire the learners to feel the 3D motion pictures.

3. The Use Of A Video Book

For the first platform of this video book, the users can choose which version (language) they would like to use. After starting the video book, a main menu will appear on the screen. The video problems will be displayed in a highlight form. A video problem they want to learn can be chosen. By clicking a mouse or touching the highlighted title on the screen a video clip of that title will appear on the screen.

After watching a video clip, there will be some challenging questions asking about the phenomena related to the video clip. The users should think carefully and try to answer the questions.

If they want to know the correct answer, they can click on “golden key symbol” on the top right of the video clip screen. The correct answer with clear explanation will appear on the screen.

For the first platform of this book, the learners can use this as a normal book. But if they want to see video problem as well as the solution or related video clip, they have to use a mobile device or a computer tablet with QR code scanning application to connect to website or to get more details information related to the topic they are learning. Augmented Reality (AR) is also a new trend of multimedia technique in educational technology nowadays. The learners can be inspired by the moving 3D images related to the topic they are learning.

4. Conclusion

We have tried this video book in the classroom in Russia, Thailand, China and Singapore. We found that the learners like to in this fun way.

They can use video problems to:

- increase interest and the motivation of learning;
- create problem situations;
- create individual educational pathways;
- check the depth of the understanding of learnt material;
- develop the skills of independent work.

The learners fell that this video book is more exciting than normal book and they even ask for more topics

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chapter 6
Global competitiveness of local tourism

Investigating Thai Tourists' Expectation and Perception On Cultural-based Tourism in Old Phuket Town

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ABSTRACT

Phuket is the biggest island in Thailand, on the Andaman Sea of Southern Thailand, has been widely recognized not only nature-based tourism, but also cultural-based tourism destination. This research aims at investigate the expectation, perception, and satisfaction of Thai tourists towards cultural-based tourism in old Phuket town, Phuket province for developing medias and advertisements in public relations on this kind of tourism to local government, business sectors, other party and local people. Quantitative research method was applied in this study by using questionnaires as a data collection instrument. The survey was conducted in Phuket, Thailand during January to March of 2015. A total of 400 Thai tourists were elicited as data input for percentage, mean, standard deviation, T-test, and ANOVA. The findings of the study revealed that the majority of respondents were female, married, with age between 20-29 years old, and being the first-time visitors to Phuket. Most of them came from the Northern provinces of Thailand. Besides, the majority of tourists were satisfied with cultural-based tourism in Old Phuket Town in term of expectation was ranked in the high score in all aspects such as the local way of life, community, environment, history, geography, etc. On the other hand, the score of perception was lower than expectation aspects. The suggestion of this study is to encourage Thai tourists to revisit Old Phuket town by using much more Medias and advertisements in public relations to promote them as an outstanding city like Sino- Portuguese building, the beautiful architecture along the road, use it as the symbol of cultural-based tourism in Phuket.

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

1. Introduction

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

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

2. Objectives/Research Methodology

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

Quantitative research method was applied in this study by using questionnaires as a data collection instrument. The survey was conducted by convenience or accidental sampling in Phuket Province, Thailand during January to March of 2015. A total of 400 Thai tourists were elicited as data input for percentage, mean, standard deviation, T-test, and ANOVA.

3. Results

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

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

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

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

4. Conclusions and Discussion

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

1. For expectation aspects, the majority of tourists were satisfied with cultural-based tourism in Old Phuket Town in term of expectation was ranked in the high score in all aspects conform with the research of Tadchapong Asavapromtada (2550) who studied "To Examine Thai Tourists' Expectation and Perception on Tourism Management in Amphawa Floating Market,

Samut Songkram Province". It found that expectations of the tourism resources management and hospitality were lower than perception ones. To sum up, Thai tourists dissatisfied with the management system of Amphawa Floating Market in every ways. And similar to the research of Pornsiri Binnaravee (2555), she studied about Thai Tourists' Expectation and Perception towards Tourism in Pai, Mae Hong Son Province. When compared the expectations and perceptions of tourism in Pai, the result was likely lead to tourists' dissatisfaction, especially disappointed ones were the services and the lifestyle and local culture.

2. The varieties of Thai tourist demography stated that the different in gender, occupation, marital status, and duration of visit in Phuket caused different in satisfactions, expectations and perception towards cultural-based tourism which similar to research of Gaysorn Kholthanasep (2544), who studied "Expectations and Perceptions in hospitality service to 5 stars hotels in Bangkok". It found that the majority of guests were female, in age of 34-40 year-old, graduated Bachelor degree, and work in corporate companies which received salary between 15,001-25,000 Baht. Most of them used function rooms for meetings. The result of study showed that the comparison of the expectations were different with perceptions for hospitality service including age, purpose, level of salary, and level of education.

And matching with the research of Sasitorn Chetanont (2558), who studied "Behaviors and Expectation of Chinese Tourists towards Tourism Management in Bangkok", mentioned that basic information of the respondents, that is gender, age, marital status, education level, current position, and average monthly income had effected to expectation of Chinese tourists towards tourism management in Bangkok

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

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

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

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

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

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

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

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

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

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Coffee Consumption at Starbucks: Tastes and Preferences in Bangkok

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ABSTRACT

This study examines the tastes and preferences of coffee consumers at various Starbucks locations throughout metropolitan Bangkok, thereby creating an emerging market consumer profile in the Thai capital of Southeast Asia's second largest economy. Thai coffee consumption, in terms of Starbucks' sales, is consolidated in the coffee chain's increasingly important fast growing China/Asia Pacific (CAP) segment (Starbucks Corporation, 2015). A survey was administered, on location, to customers who made actual Starbucks drink purchases. Demographic questions included gender, age, marital status, education, and income. 55% of the respondents were female, 45% male. To determine choice and substitution effect, customers were asked to indicate which drink they purchased, for example, hot black coffee, hot coffee with cream and sugar, iced coffee, hot chocolate, tea, or other. 61% of the sample preferred a coffee drink, with 37% of those drinking hot coffee with cream and sugar. Other variables investigated included purchase frequency, food consumption, and whether or not these customers bought items such as coffee mugs or coffee grinders. Particular relationships impacting the consumer explored in this study were: drink quality, taste, origin of coffee beans, food choices, price, customer service, location, coffee shop design and format, global brand image, and Starbucks commitment to being a globally responsible enterprise. These factors were measured by a semantic differential rating scale. The findings indicated, from highest mean to lowest mean, that drink quality and taste were most important to customers and food choices were least important.

Keywords: Coffee, Customer experience, Bangkok, Starbucks coffee

1. Introduction

The consumption of coffee can trace its origins to Sufi monasteries around Mocha in the southern Arabian country of Yemen in the mid-fifteenth century; however, the coffee bean as stimulant was understood in Arabia in the ninth century by the notable Islamic physician and astronomer Abu Bakr Muhammad ibn Zakariya El Razi (Weinberg & Bealer, 2002). As intriguing as the origins of coffee are, the significance of present day consumers of coffee in captivating the world's coffee merchants and traders, and with respect to Starbucks Corporation, can be measured by $16.5 billion in 2014 sales (Starbucks Corporation, 2014a). What exactly captivates coffee merchants and traders about coffee consumers?

Customer behavior, attitude, experience, relationship, and tastes and preferences are widely studied by academicians, market researchers, and profit-driven corporate marketing and research and development departments. Pine and Gilmore (1998) described "a distinct economic offering" (p. 98), a differentiator in enhancing the customer experience. This has particular significance for the producers of commoditized goods, such as coffee, and directly relates to the coffee consumption experience. Starbucks Corporation, arguably a proxy for coffee consumption in the markets they serve, has capitalized on what Prahalad and Ramaswamy (2004) termed "the experience is the brand" (p. 13), thereby generating a compound annual sales growth rate of 11.3% since 2010. If "the experience is the brand," one can assume the customer decides the value of the experience and the value of the brand. Ponte (2002) explains how coffee consumption patterns favor "ambience" and "experience" over a good cup of coffee. In breakthrough research, Vargo and Lusch (2004) concluded that dominant marketing logic was changing from a traditional economics "exchange of goods," to a logic whose locus is the customer, and is "service-centered" based. Lusch, Vargo, and O'Brien (2007) furthered their research on service-dominant logic providing more insight into the theory. Many have researched the idea of a service-dominant marketing logic (e.g., Payne, Storbacka, Frow, & Knox, 2009; Ballantyne, Frow, Varey, & Payne, 2011).

Several recent studies analyzing coffee consumer characteristics include Kanga, Tang, Lee, and Bosselman (2012), Tumanana and Lansanganb (2012), Varela, Beltrán, and Fiszman (2014), and Labbe, Ferrage, Rytz, Pace, and Martin (2015). Regarding gender preference, Cristovam, Russell, Paterson, & Reid (2000) observed that females and males had different tastes for espresso coffee. Some people drink coffee for the health benefit, the author included. The efficacy of the health benefits of coffee has been researched extensively (e.g., Gonzalez de Mejia & Ramirez-Mares, 2014; Glade, 2010; Heckman & Gonzalez de Mejia, 2010; Weinberg & Bealer, 2002; Lucas, 2011). Addressing ethical consumption, Andorfer and Liebe (2015) state "Fair Trade aims at the improvement of the living and working conditions of small-scale producer cooperatives and workers in developing countries" (p. 330). In their study of German supermarket shoppers of Fair Trade (FT) coffee, only price reduction increased consumption with statistical significance, rather than ethical considerations. Jang, Kim, and Lee (2015) studied the impact green (environmentally conscious) stores had on coffee shop consumers and found that stores' green practices did significantly influence customers' loyalty to that store.

2. Methodology

This research aimed to characterize the taste and preferences of a typical Starbucks consumer in Bangkok, Thailand. Eight hundred nine customers were surveyed by printed questionnaire in approximately 40 different Starbucks Coffee shops in Bangkok, the capitol of Thailand, in May 2015. There are 203 company-operated stores in Thailand (Starbucks Corporation, 2014a). Part one of the survey asked for demographic information (e.g., gender, age, marital status, education, income). Also in part one, respondents were asked what type of drink they consumed, did they order any food items, how often did they make purchases, had they ever made a non-drink or non-food purchase, and had they ever traveled on a scheduled airline.

Part two of the survey measured factors influencing their consumption of Starbucks Coffee such as (1) drink quality, (2) taste, (3) origin of coffee beans, (4) food choices, (5) price, (6)

customer service, (7) location, (8) shop design and format, (9) global brand image, and (10) Starbucks global responsibility commitment in terms of ethical sourcing, environment, and community (Starbucks Corporation, 2014b). The factors influencing consumption attempted to measure the extent of customer satisfaction, enthusiasm, impression of brand, and awareness of corporate social responsibility.

The factors were evaluated using a 5-point variation of a semantic differential rating scale where 1 = not important and 5 = extremely important (Cohen, Manion, & Morrison, 2000). The author synthesized the survey results into a database using Microsoft Excel. The data were analyzed exclusively in Excel, using descriptive statistics, cross tabulation tables, and chi-square to determine variable relationships.

3. Results

The factors influencing coffee consumption at Starbucks, where N = 809, in terms of highest importance were (1) taste (M = 4.18, SD = .94), (2) drink quality (M = 4.17, SD = .99), (3) customer service (M = 4.13, SD = .96), (4) location (M = 4.05, SD = .95), (5) brand image (M = 4.02, SD = 1.00), (6) shop design (M = 3.97, SD = .97), (7) origin of coffee beans (M = 3.90, SD = 1.01), (8) globally responsible (M = 3.89, SD = 1.05), (9) price (M = 3.78, SD = 1.10), and (10) food choices (M = 3.67, SD = 1.04). The overall mean was 3.98 (SD = 1.00). A chi-square test was performed using the following null hypothesis H0: there is no significant difference between the observed and expected values. $\chi 2(36, N = 809) = 293.91$, $p = 3.32E\text{-}42 < .05$, therefore we reject the null hypothesis, there is a significant difference between the observed and expected values.

Concerning demographics of the customers surveyed, (55%) were female and (45%) male. Single consumers (57%) exceeded married (38%) by (19%). In terms of age, (77%) were 40 or under, while the 21 to 30 group was the largest (38%) of the total surveyed. More than half (54%) were 30 or under. Regarding education, (65%) had either a bachelor's (group 4) or a graduate degree (group 5). Those with a bachelor's degree (43%) made up the largest group of the 809 customers. The average education (4 = bachelor's degree) of the sample was (M = 3.94, SD = 1.24), for women (M = 3.97, SD = 1.23), and for men (M = 3.91, SD = 1.25). In the four income brackets (27%) earned 15,000 THB per month or less, (33%) earned 15,001 to 25,000, (26%) earned 25,001 to 50,000, and (14%) earned over 50,000. The average income of the coffee drinkers (M = 2.26, SD = 1.01) were classified in income bracket (2) 15,001 to 25,000. The breakdown of income between men and women revealed (M = 2.33, SD = 1.05) and (M = 2.21, SD = .97), respectively.

The most important factor influencing women in the study was customer service (M = 4.16, SD = .98) and for men it was taste (M = 4.21, SD = .88). The single customers ranked drink quality first (M = 4.19, SD = .98) while married preferred taste (M = 4.19, SD = .89). Drink quality was also ranked number one in the 40 or under age group (M = 4.20, SD = .91) while for those over 40 it was taste (M = 4.17, SD = .88). For those with a bachelor's or graduate degree, taste (M = 4.20, SD = .93) was rated highest but bachelor's degree holders rated drink quality highest (M = 4.17, SD = 1.02). For those without a degree, customer service was rated highest (M = 4.11, SD = .96). Highest ratings within the income groups were either drink quality or taste.

To the question of actual drink purchases, (61%) consumed either hot black coffee, hot black coffee with cream and sugar, or iced coffee with (18%), (23%), and (20%) making up the total sample, respectively. The coffee substitutes hot chocolate and tea were consumed by (16%) and (14%) of the sample, respectively, with other at (9%). (57%) of the sample purchased food while (60%) have not made a non-drink or food purchase such as a coffee mug, maker, or grinder. (76%) of those questioned have traveled on a scheduled airline, either domestic or international, and of those, (55%) are women, (57%) are single, (68%) have a bachelor's or graduate degree, and (45%) earn more than 25,000 THB per month. (43%) of the respondents make a Starbucks purchase at least three or more times per week with (20%) making purchases four to more than seven times per week.

4. Summary and discussion

The goal of this study was to explore the "distinct economic offering" currently offered in the developing market of the Kingdom of Thailand to consumers at Starbucks Coffee shops throughout Bangkok. The main takeaway from the results is that taste produced the highest mean score of the factors surveyed followed closely by drink quality and customer service, revealing that "form, fit, and function" applies to Bangkok's Starbucks consumers.

A cup of coffee at Starbucks might be considered a luxury good in terms of price, especially when comparing the price of a cup of coffee in Thailand (exchange rate equivalent $3.12) to the United States ($1.75) (M. Martin, personal communication, June 14, 2015) and 2014 per capita GDP ($5,670) and ($54,597), respectively (International Monetary Fund, 2015).

Price ranked (9), near the bottom, indicating its lack of importance as compared to the other factors and anecdotally confirming the price-inelasticity of demand for coffee (Huang, Siegfried, & Zardoshty, 1980; Whitaker, 1988). One can reasonably expect that food is not the reason people consume at Starbucks, as such, food choices ranked last on the scale. Two factors ranking lower on the scale (7 & 8) worth noting were origin of coffee beans and global responsibility.

For the author, origin of coffee beans had a twofold meaning: sophistication or enthusiasm and the ethical aspects of coffee consumption. To enthusiasm, Starbucks brand is positioned as premium, spanning the globe for high quality and exotic coffee beans to satisfy discriminating coffee drinkers; however, taste is what matters to consumers in Bangkok.

To the ethical aspects, according to Starbucks (2014a), "Starbucks Global Responsibility strategy and commitments are integral to our overall business strategy" (p. 9). Major corporations have implemented, and highlight as part of their business strategy, corporate social responsibility policies addressing human rights and environmental issues; however, taste, drink quality, and service prevail. Given that all surveyed were drinking Starbucks coffee, interestingly, brand image scored in the middle at (5). Using Prahalad and Ramaswamy's (2004) framework, "the experience is the brand" (p. 13), one might conclude then that taste, drink quality, and customer service are the "experience" and are "brand," and that Starbucks has achieved that state.

It should be noted that women are an important consumer to Starbucks Thailand representing (55%) of the customers sampled. Over half (54%) the customers were 30 or under and in the largest 21 to 30 age group, females made up (59%). An area for future research would be to examine whether or not the health benefits of coffee influence consumption and then try to

determine the role of addiction. Only (18%) of the sample drank hot black coffee only. Might we assume they are doing so for health reasons? Other areas to research include: studying other brand name coffee shops in Bangkok, formulating a demand for coffee model in Thailand (price elasticity), or finding out from consumers if "the experience is the brand." Also of interest might be to study whether or not there is a "wealth effect" (Modigliani, 1966) in the consumption of premium coffee.

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Orphan Volunteer Tourism – Is it a Better Way for the Orphans?

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ABSTRACT

This study explores the positive and negative impacts of volunteer tourism on the orphans. A qualitative research utilizing semi-structured, in-depth interviews and participant observation was adopted. The informants included thirty respondents, twenty-four of whom were volunteer tourists and the other six staff members of the Home and Life orphanage, Phang Nga Province, Thailand. The analysis of the data revealed that both the volunteer tourists and the staff members of the orphanage believed that volunteer tourism had both positive and negative impacts on the children. Five positive impacts had been identified: an opportunity to study English with native speakers; familiarity with Western people; good role models; an opportunity to develop their skills and abilities; and being happier from the care given by the volunteer tourists. The opportunity for the children to study English with English native speakers was cited as the most significant benefit. In terms of the negative impacts, both groups stated that the children usually suffered from sadness when the volunteer tourists left the orphanage because they had established a bond with them.

Keywords: Volunteer tourism, Orphans, Positive impacts, Negative impacts

1. Introduction

Volunteer tourism is a relatively new form of tourism (Tomazos & Butler, 2009; Wearing, 2001). To date there is no consensus on the definition of volunteer tourism. At the present time, the most quoted definition of volunteer tourism is that of Wearing (2001, p.1), who defines volunteer tourism as 'those tourists who, for various reasons, volunteer in an organised way to undertake holidays that might involve aiding or alleviating the material poverty of some groups in society, the restoration of certain environments or research into aspects of society or the environment.'

The concept of volunteer tourism is a growing trend in the tourism industry and has caught the interest of researchers and practitioners, who have begun to investigate this niche market. In Thailand, volunteer tourism is relatively new. Its name appeared officially for the first time as 'a promising future niche-market' in the Tourism Authority of Thailand's 2011 marketing strategy plan for the European region (Tourism Authority of Thailand, 2010). Thailand has great potential for the development and promotion of volunteer tourism. As well as its natural beauty and

unique culture, there is a great need in terms of assisting orphaned children because there were around 1,400,000 orphans in Thailand in 2009 (the United Nations Children's Fund (UNICEF) Thailand, 2012). Moreover, the Thai government has attempted to promote new forms of tourism that can benefit both the host community and the traveller and can minimise the negative impacts caused by mass tourism (Thai Ministry of Tourism and Sport, 2011).

2. Review of Literature

Volunteer tourism is relatively new in Thailand. However, there was no published data on the number of international volunteer tourists or when it was first introduced in Thailand. Callanan & Thomas's (2005) study, which used the database of GoAbroad.com (GoAbroad.com, 2012) reports that there were only three volunteer tourism programs offered in Thailand in 2003. Tomazos & Butler's (2009) study used the same database and found that the numbers of volunteer tourism programs in Thailand in 2005 had increased significantly to 138 programs. They attributed this phenomenal growth to the 2004 Boxing Day tsunami, which impacted on six provinces along the western coast of southern Thailand. The same study also reports that an increase in the number of volunteer tourism programs in Thailand continued; in 2007, there were 176 programs offered.

Other sources, such as United Nations Thailand (2008a), United Nations Environment Programme (2005), and Van der Meer (2007) point out that the 2004 Boxing Day tsunami not only drew a large amount of international aid from governments and private donations from around the world, but also attracted a number of volunteers from across the world to the tsunami-affected areas in Thailand. This was especially true of Khao Lak in Phang Nga province, which was hit by the largest waves and suffered the deepest inland penetration. Many new NGOs were established for the sole purpose of providing immediate assistance to people in the affected area and they used volunteers as their main resource (Van der Meer, 2007).

Although the basic disaster recovery activities, such as searching for bodies, evacuating survivors, and reconstructing housing and boats for the local people, was largely completed in the year after the tsunami, as many as 181 NGOs decided to continuously supply international volunteers to tsunami-affected areas in Thailand (Van der Meer, 2007). The volunteer activities during the post-tsunami period were extended beyond providing tsunami relief and included working as English teachers, art instructors, and taking care of orphaned children (Van der Meer, 2007).

According to United Nations Thailand (2008b), in the aftermath of the tsunami 1,480 children had lost one or both parents or an immediate guardian. The large number of orphaned children has led to NGOs and tourism operators offering orphan volunteer tourism programs, creating an image of Thailand as a tsunami-affected developing country where countless orphans are in need. In 2012, the data on GoAbroad.com showed that there were 115 volunteer tourism programs involving taking care of children at orphanages offered in Thailand (GoAbroad.com, 2012). This large number of orphan volunteer tourism programs signified that there is strong need in Thailand for the care of orphan children by volunteer tourists.

This type of volunteer tourism has become a growing trend in the tourism industry throughout the world (Guiney, 2012). People have been bombarded with images presented by the international media, NGOs and tourism operators, showing that some parts of the world, such as sub-Saharan Africa and Cambodia, are faced with problems. For example, people are shown

images of a large number of people living with and dying of complications arising from HIV in sub-Saharan Africa and the problem of instability, corruption and genocide in Cambodia, causing countless children to be orphaned and abandoned, and in need of care (Guiney, 2012; Richter & Norman, 2010). Such images, together with the popularity of volunteer tourism, have drawn attention to these children, and encouraged people in the Western world to take action (Richter & Norman, 2010).

NGOs, tourism operators and the orphanages see the opportunity in providing volunteer tourism programs for short-term volunteer tourists at the orphanages as a new way of doing business (Richter & Norman, 2010). Guiney (2012) and Carmichael (2011) point out that the operation of orphanages in Cambodia relies on donations and volunteers; therefore, they have begun to do business by offering regular volunteer tourism programs at the orphanage to receive continuous donations and support from the volunteer tourists.

Orphan volunteer tourism arguably provides both positive and negative impacts; however, its negative impacts have become issues of concern and have received much more interest from authors, researchers and organizations (e.g. Carmichael, 2011; Pitrelli, 2012; Richter & Norman, 2010). In terms of positive impacts, the study of Guiney (2012) indicates that in the view of the orphanage staff, the orphanage not only benefits from donations both at the time of their visit and in the future from the volunteer tourists, but also from fund-raising, and being sponsored by the volunteer tourists in some projects such as the construction of buildings. This study also reveals that the educational opportunity for both the children and the staff of the orphanage provided by the volunteer tourists is perceived as a vital benefit of orphan volunteer tourism. The opportunity for the children to learn English from English native speakers free of charge is often cited as an invaluable benefit (Guiney, 2012).

In terms of negative impacts, orphan volunteer tourism could be seen as exploiting the children for the purpose of business (Carmichael, 2011; Guiney, 2012; Richter & Norman, 2010,). In Cambodia specifically, Guiney (2012) and Carmichael (2011) similarly point out that some orphanages look for poor families and entice parents to send their children to live at the orphanages with the promise that these children will have better lives and education, and in some cases, parents will make money from deciding to send their children to the orphanage.

3. Research Methodology

This study aims to examine the impacts of volunteer tourism on the orphans. An interpretive paradigm utilizing the qualitative study approach was adopted. This approach was determined to be suitable for this study because its primary aim is to gain a rich and in-depth understanding of the issue being investigated. Data were gathered from thirty respondents, twenty-four of whom were volunteer tourists and the other six staff members of the orphanage. A combination of semi-structured interviews and participant observation was used to collect the data. All the interviews were video-recorded upon getting permission with a consent form from the respondents. All the respondents were ensured of the anonymity and confidentiality of their information by the use of pseudonyms in any written and/or oral presentation. The data were analysed by thematic analysis technique.

4. Research Findings

The findings of the research suggest that both the volunteer tourists and the staff members of the orphanage believed that volunteer tourism had provided both positive and negative impacts on the children. Five positive impacts had been identified: an opportunity to study English with native speakers; familiarity with Western people; good role models; an opportunity to develop their skills and abilities; and being happier from the care given by the volunteer tourists. The opportunity for the children to study English with English native speakers was cited as the most significant benefit.

In terms of the negative impacts, both groups stated that the children usually suffered from sadness when the volunteer tourists left the orphanage because they had established a bond with them. However, the respondents from both groups believed that this did not have a long-term effect on the development and the emotional and psychological health of the children because these children had been looked after by the orphanage staff members who acted as their parents. According to the volunteer tourists, the staff of the orphanage was overwhelmingly complimented in terms of their dedication and performance in looking after the children whom they really love and care about.

In addition, both groups of the respondents also stated that the small number of the children at the orphanage, which is only twenty-six children, gave it the atmosphere of a family, rather than a place where orphans gathered together which help prevent the negative impacts on the children's socio-psychological development and long-term well-being. According to the respondents, although the volunteer tourists had to leave the children at the end of their vacation, these children still had the orphanage staff who always live with them. This finding challenges the argument made by Richter & Norman (2010) who stated that young children who reside at the orphanages are likely to have already experienced difficult situations, and with orphan volunteer tourism taking place at the orphanage where they live, they have to face the on-going formation and dissolution of attachment bonds with different volunteer tourists, which is likely to have an impact on their socio-psychological development and long-term well-being.

5. Conclusions and Implications

This study contributes to the development of knowledge in the field of volunteer tourism, especially in the context of Thailand orphan volunteer tourism, by enhancing the understanding of the impacts of volunteer tourism on the orphans. This study argues that the orphans have gained a number of benefits from volunteer tourists. In addition, the care given by the staff members of the orphanage and the family atmosphere of the orphanage can prevent the problems which may arise from the on-going formation and dissolution of the attachment bonds between the children and different volunteer tourists. Moreover, the findings of this study can also help tourism professionals and potential volunteer tourism organizers to be aware of the impacts of volunteer tourism on the children as well as to organize volunteer tourism program that can ensure mutual benefits to both the young children and the volunteer tourists.

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Factors affecting to foreign tourists in choosing accommodation in Pattaya City

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ABSTRACT

The purpose of this research is to understand foreign tourists' behavior in choosing accommodation in Pattaya City. The researcher aims to ensure that each host provides experiences that travelers are looking for in order for the business owner to improve their products and services to serve up customers need. The result from this research will be providing to hotel and accommodation owner in Pattaya area. The research methods in this research allow interviewer to gain qualitative data from the tourists. The data was collected from 200 foreign tourists in Pattaya Beach area from 1st January- to 31st March, 2014 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 result of this research revealed that tourists are looking for accommodation via internet the most. The aspect of products and services important to the tourists are the price of accommodation which should be suitable for the quality. In addition, the accommodation should provide with variety of room price ranges. Moreover, the results indicated that Speed of service is another aspect travelers are looking for and the most important element is the internet connection in the accommodation area.

Keywords: Hotel, Decision Making, Tourist

1. 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 state of America and the Ecotourism Association of Australia (EAA) stated that tourism in South east Asia especially ecotourism is growing rapidly.

Tourism Industry plays an important role to Thai Economic. According to data from the Immigration Bureau state that numbers of tourists from different countries travel to Thailand are continuously increasing every year. In 2010, there are 14,149,841 tourists travel to Thailand and in 2011; the numbers increase to 15,936,400 and continuously increased in 2012 to 19,230,470.

Ministry of Tourism and Sports (2011) revealed that Pattaya City is considered to be main tourism destination for foreign tourists travel to Thailand because it has many aspect of tourism such as natural attractions, cultural attractions and entertainment attractions. The location of Pattaya City is not far from Bangkok which attracts more tourists to travel to Pattaya City.

The research from Tourism and Sport (2000) showed that there are more foreign tourists' travels to Pattaya City more than Thai tourists. The numbers of research reveal the research result that from 4,255 tourists' sample, 1,399 people are Thai tourists and 2,856 people are foreign tourists. These are the reasons researcher would like to understand foreign tourists' perception in choosing accommodation in Pattaya City. Moreover, researcher interested in tourism behavior and factors affecting tourists decision making in choosing accommodation.

2. Literature Review

Ministry of Tourism and Sports (2011) demonstrated that Pattaya City is considered to be main tourism destination for foreign tourists travel to Thailand because it has many characteristic of tourism. The historical and cultural touristic places are for tourists who enjoy learning local culture of Chonburee province. Famous examples of historical and cultural touristic places in Pattaya City are Koa Chee Chan Temple, Yarnnasangworn Temple. Another tourism characteristic of Pattaya City is a natural tourism which suitable for tourists who takes pleasure in nature. Examples of natural touristic sites are Pattaya City Beach, Jomtien Beach and Koh Lan. Furthermore, the entertainment characteristic of Pattaya City such as Cabaret show, Ribley Museum, Crocodile farm, Nongnuch garden, Pattaya City walking street.

Alongside with the touristic sites, important local traditions and festivals in Pattaya City also the reason tourists travel to Pattaya City. Examples of local traditions and festivals are Songkran Festival, Pattaya International Music Festival, long-tailed boat racing festival, Rice Festival, Pattaya Carnival and Pattaya Marathon.

Data from Ministry of Tourism and Sports (2011) stated about numbers of tourism situation in Pattaya City in 2011 can be divide into four quarter as followed: First Quarter found that the tourism environment in Pattaya City are vigorous since there are many festival occurred during these quarter shuch as New Year Holidays, Chinese new Year. The famous touristic location in this quarter is Koh Lan. In the second quarter, tourism environment are more vigorous than in the first quarter since there are long vacations such as Songkran Festival (Thai New Year Holidays), Labor Day, The King Coronation Day, Buddhism Holiday and Belate Songkran Festival. However, in the third quarter, the tourism environment is quite solitary it's a rainy season in Thailand. And there are not much tourism activity to be participate in.

Nevertheless, in the fourth quarter of the year, tourism environment became vivacious and it's winter season and during this quarter, there are many holidays and festivals.

The research from the Ministry of Tourism and Sports describe the research result found that from 4,046 questionnaire samples, there are 1,200 Thais and 2,486 Foreigners. Most of the foreign tourists came from Europe followed by Asia, America, Middle East, Oceania and Africa. There are more males (57%) than female (43.2%) The first three types of accommodation that tourists interested were hotel, stay with friends/relatives and Bungalow.

Pupat (2005) 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 mine. 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.

Sanguonkittipan (2003) explained about the importance of decision making that Decision making is considered to be the heart of any operation and management especially for those in the management positions since the Decision making consist in every administration work. Decision making are range from very simple to the most complicated one therefore, a good Decision Making need to come from a decision process that can help the decision to generate most benefits and fewer mistake.

3. Methodology

3.1 Abstract

The objective of this research is to determine factor affecting foreign decision making in choosing accommodation in Pattaya City from the questionnaire samples. The method is to analyze data from the questionnaires to determine the customer's needs.

3.2 Research Approach

Research approach helped researcher to find factors that influence to customer decision in choosing accommodation and determining customer expectations. The researcher will use quantitative method to collect data. This research was conducted by distributed 200 questionnaires to collect the data from 200 foreign tourists in Pattaya Beach area from 1st January- to 31st March, 2014. The Data were collected from both sexes and from different demographics to create variation in data based.

3.3 Research Instrument and Data Collection

In this research, the research instruments were questionnaire method. The questionnaire method was employed to gain quantitative data from foreign tourists in order to analyze tourists' needs. The questionnaires were divided into three parts; demographic profile, general information on tourist behavior and factors affect to decision making in choosing accommodation.

The qualitative data analysis was gathered through questionnaires about customers' perception and expectation towards the preferred accommodation as well as the customer expectation on the services which was analyzed in the statistic method and demonstrated the data in Frequency, percentage, mean and Standard Deviation: S.D.

3.4 Limitation

The Limitation of this research was the limited of time to collect the quantitative data which took place in Pattaya City, Chonburee Province Thailand during 1st , January to 31st , March 2014. In addition, some tourists cannot speak or read English which is a language used in the questionnaire.

4. Data Analysis

The data analysis will discussed the result of the 200 questionnaires concerning factors affecting foreign customer's decision making in choosing accommodation in Pattaya City. The results of the questionnaires were as following: there were more males (50.5%) travelling to Pattaya City than females (49.5%). 42% of the respondents were from Europe followed by America which accounted for 36%. The majority of the respondents were age between 25-30 years accounted for 48 % and tourists who were 46-55 years accounted for 26%.

As for the education level, 50.5% of the respondents were graduated in a Bachelor's Degree. Followed by 28% were graduated in High school. The marriage status showed that 55.5% of the respondents were married, 68% were single and 10.5% were divorced/ widowed. In the occupation section, research result found that 49.5% of the respondents work in the private company, 32% of the respondents got their own business and 8.5% are in retirement. Most samples have revenue from 20,001-30,000 baths/month which accounted for 33.5% followed by 22% of revenue from 10,001-20,000 baths/month.

When study the general information on tourist behavior, researcher found that 59% of the respondents has never travel to Pattaya City before and 49% of the respondents is a repeat tourists. The tourists travel with friends accounted for 39%. There are 31% of tourists who travel with families or relatives and 22% travel alone. As for the length of stay, the result show that 25.5% of the respondents stay 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 hotel, 28.5% will choose to stay in an apartment and 7% were interested in Bungalow. The price of the accommodation that attracts tourists the most were 500 baths/night and 1,001-2000 baths/nights which both accounted equally for 35%.Followed by 501-1,000 bath/nights which accounted for 14.5%. The result show that 57% of the respondents know about the accommodation in Pattaya City through internet/website, 19.0% recognize the accommodation from friends/word of mouth and 17.5% know about their accommodation through Travel Agent Company. For the Booking Method, 38.5% of the samples booked their accommodation through hotel website, 19.0% make 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, 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 (=3.71).

5. Discussion and Recommendation

5.1 Discussion

The results showed that different demographic profile result in the choice of accommodation chosen. Most tourists who answer the questionnaire were from Europe and

America. The results revealed that tourists from America concerned more about location factor than tourists from other continent. Location should be near tourist attraction or near the city. They also give priority to various room prices selection with correspond with Pupat (2005) explained about the consuming pattern that consumer behavior concerning with marketing mix of 4Ps (Product, price, place and promotion) and other stimulus which cannot be control for instance, economic downturn. The research result also revealed that level of education affect to the choice of accommodation as the tourist with higher education concerned about factors affect their decision making more than those with lower education. Due to the fact that tourists with higher education make research before they actually travel, the result collide with Sanguonkittipan (2003) theory which stated that Decision making are range from very simple to the most complicated one therefore, a good Decision Making need to come from a decision process that can help the decision to generate most benefits and fewer mistake. The results also revealed that different income also affect to the choice of accommodation since income is an important factor when travel.

Moreover, the research result found that travel companion, room types , price of accommodation and method of booking are all factors that affect decision in choosing accommodation.

5.2 Recommendation

The results showed those tourists who travel to Pattaya City booked their accommodation through internet consequently business owners should focus more on presenting their product using website in order to offer suggestion about the accommodation to aid with tourists decision making. Furthermore, the accommodations owner should also consider having an online reservation system.

The accommodation owner should pay attention to speed of service. A speed of service come from the competence employees with service mined which can serve customers better and influence to the customers satisfaction.

The business owner should display different types of rooms to generate different room prices and create more alternative to the tourists.

The Internet or Wi-Fi is a very significant decision making component for the tourist nowadays. A free Wi-Fi in the resident area can attract more tourists to stay in the premise.

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The People's Participation in Local Development: A Comparative Study between Thailand and Vietnam

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ABSTRACT

The purposes of this study were to compare (1) the local government's model and structure (2) the opportunity for people to participation in local development, and (3) the people's participation in local development between Thailand and Vietnam. This research is a qualitative study which document and field research, in-depth interviews with key informants were analyzed with a summary and interpretation of inductive and logical analysis. The research findings were as follows:

1. It was found that the model and structure of local government in Thailand and Vietnam were different. Thailand is divided into three parts: the central, regional, and the local administration. On the other hand, Vietnam is divided only into two parts: the central and the local government. Thailand's structure of local government is divided into executive and legislative while Vietnam's local government is a single-party with leaders and members.

Thailand's local government is divided into two types: (1) the special type which covers the cities of Bangkok and Pattaya, and (2) the common type which are Provincial Administrative Organization, Municipality and Sub-district Administrative Organization. Vietnam's local government is divided into 2types: (1) the city that is established by prosperity, and there is a large town called "Thành phố trực thuộc trung ương" and (2) the district is the model established by the progress of the city is not abundant and still rural area called "Tỉnh".

The relationship of the Thailand public sector is 3 parts that are two forms. The relationship between central and local governments is centralization model. As the relationship between central, regional and local, it is decentralization model. The central and regional oversees, supervises and promotes local area. In Vietnam, public sector have 2 parts, which both of them are centralization combined decentralization. In other words, manner of decentralization, namely the local government, in each local government have autonomy in their own management. They are elected executives and members directly by the people. The appearance of the centralization is the power to make an important decision, the local government must be approved by the central government or higher local government level, and it will be implemented.

2. The opportunity for people to participation in local development between Thailand and Vietnam including the executive election, suggestions or comments and practice or perform. A decision, behaves the same as Thailand and Vietnam, did not allow people to decide on local development by themselves even with the community.

3. The people's participation in local development between Thailand and Vietnam are the same: the nature of participation pursuant to state or local government. Moreover, participants expressed the need and joint monitoring operations.

Keywords: Local Development, Comparative Study

1. Introduction

Participation is very significant in the nation development especially Local administration that is an administration which every villager can participate with due to there is an administration which is decentralized by federally to citizen to be survived themselves so that Local administration is like Local government. There is able to manage freely Local, response villagers' demand. The importance of people's participation in the nation's development is reflected in the 8 principles of United Nation's policy on good governance as follows: 1. Participation 2. Fairness 3. Transparency 4. Responsibility 5. Concordance 6. Equality 7. Efficacy and Effectiveness 8. Rational (Commonwealth, 2000).

In 2015, Southeast Asia countries will join together to become ASEAN yet the understanding of all 10 countries is still low especially new members like Cambodia, Laos, Myanmar, and Vietnam who just joined ASEAN. By mean of the difference in regime, politic culture, participation, decentralizing, promoting of population participation, Society cost and population ability, Local administration style, government principles and related laws. These factors affect the people's participation in local administration. Therefore, the comparative study of people's participation in local administration between Thailand and Vietnam is an interesting point. The results will provide not only suitable knowledge in public administration but also the kinds of participation in local development. It can be applied in Thailand to encourage people to participate more in government program or administration to meet their needs.

2. Research Objectives

-To compare the model and structure of local administration between Thailand and Vietnam.

-To compare the opportunity of people in participating in local management between Thailand and Vietnam

-To compare the kinds of participation people have in local administration between Thailand and Vietnam

3. Research Methodology

This is a quality research by studying documents both in country and aboard and indeed interview. The one who given the information is the director of local administration and citizen in every countries. Moreover, the citizens are below the Laws of local administration of Thailand and Vietnam

Research implementation and materials quality checking are used to analyze review literature and use fieldwork data collection is sub-structure interview which has already been checked materials

Data collection Data is collected by in-depth interview by the researcher who gives significant information and takes notes and/or records and/or takes photos the data checking is collected by three pole verifying

Data analysis which is got by data collection is secondary cell data is from review literature and primary cell data is from indeed interview induction interpreting and logic analysis then, explain the result of data.

4. Conclusion

The comparison of People's opportunity to participate in Local government between Thailand and Vietnam

Thailand and Vietnam are similar in giving opportunity to people to participate in the executive voting in the Local government. The difference is that in Thailand the Thai executive of local government does not have to join any political party. In Vietnam, executive of local administration have to join in communist party.

There are the same things in suggestion and giving opinion Thailand and Vietnam is to give an opportunity to the people to be participated in giving suggestion and opinion through

citizen process or meeting to express the opinion or suggest their requirements in the usual meeting.

There is similar characteristic between Thailand and Vietnam that is both countries do not permit people to choose the ways for local development. Although, there is a citizen's organization but the decision depends on Local government.

There isn't much difference between Thailand and Vietnam when it comes to performance. However, there may be difference in some issues that the people's participation in Thailand is participated with the executive who is supported by majority, but In Vietnam there is only one party, it is no trouble in this issue.

There are the same characteristics of people participation in Local government between Thailand and Vietnam as follows:

1) Implementation of the government or Local government policies: characteristics of people's participation in conducting though government policy in both Thailand and Vietnam. In other words, when the government or local administration implements a policy, it will invite people to take part in the meeting and share their ideas.

2) Expressing their requirements: characteristic of people's participation is the conference or community that looks for referendum or demand that is required to be done by the government.

3) Inspection the conduction of people participation: people participation in inspection government performance or local government has several ways; requirement though Local government or directed to national government.

5. Research Discussion

The study found that the people's participation in the development of the local government was very different. In Thailand, people's participation is influenced by the political party and its administrators. In Vietnam, there is only one party, so there is no issue of political influence. This political influence in Thailand leads to conflict. Dailynews Newspaper (2014) mentions that the problem of Thai democracy is people's participation in politics in the wrong way and always say that it is a political liberty and a political action.

Liberty is always used wrongly and it damages Thailand. Moreover, the civil sectors in Thailand have developed promptly but there is a lack of concept and framework. The population demands more than what they could get. If the demands are not met, the population will resort to actions that are against the laws. Some of such actions are closing the parliament and government offices to obstruct administration. Protest is also used to raise the prices of certain products. All these actions are political participations in a democratic system but it is used in a wrong purpose.

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Thai tourists' attitudes and information exposure behaviors toward service of boutique hotels: case study in Sukhumvit areas

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ABSTRACT

The research purposes were to study on Thai tourists' characteristics, their attitudes, and information exposure behaviors toward boutique hotels service patterns and to investigate on their characteristics related to their attitudes and their information exposure behaviors. 'Multiple Stage Sampling' and 'Convenient Sampling' have been designed to identify as the populations. The questionnaire was used as a data collection tool. The statistics applied to analyze data were Percentage, Mean, Standard Deviation, One-way ANOVA, and Pearson Correlation. The result under Scheffe's method demonstrates that the difference between age dimensions and information exposure behaviors were statistically significant at the 0.05 level. The study revealed these more incomes will concentrate more on applying contemporary appliances as interior design. This research will provide information for people who operated the boutique hotels to understand Thai tourists' characteristics, attitudes and their information exposure behaviors toward the service patterns of boutique hotels.

Keywords: Attitude, awareness, information exposure behaviors, media, and boutique hotels

1. Introductions

Nowadays, boutique hotels business encountered oversupply situations due to the political and economic problems in Thailand that caused number of tourists to be declined. the hotel patterns have been differentiate both service styles and interior decoration including lodging business services have no registered as hotel businesses such as rented room service for daily, monthly, or called 'service apartments' become a choice for tourists aside from stay in standard hotels (Department of Tourism, 2010). For boutique hotels arise from the evolution on create something new of hotel businesses worldwide. However, to define the meaning of boutique hotels still have some different among hotel entrepreneurs within the industries and the major entrepreneurs. Builders and owners have mutual agreements on the foundation characteristics of boutique hotels that are architecture, design, main feature, comfortable, and privacy. Also the not many rooms for stay, mostly it will not over 150 rooms and middle size till small size boutique

hotels that not much investment from investor can build and manage themselves and gain more from their return on investment. Due to the room rates were not expensive when compared to the general standard hotels. The payback period quite rapidly was another reason to invest on boutique hotel businesses. (Saknarong, 2008) Today boutique hotel businesses were confronted rooms oversupply as the result from political situations, economics that caused the decreased tourist numbers but the numbers of rooms still continue growing. In the past few years, the occupancy rates were declined ontourism seasons from 90-100% to 70% at this time and it has tendency to decline continually. Meanwhile, off-tourism seasons have become lower approximately 25% that affected many boutique hotels' owners have to divestment or some entrepreneurs have to lease them to foreigner investors. From the above situation, researchers want to study the factors that influenced on Thai tourists' determinations for using boutique hotels services. It considered as the foundation issue and seems significant for hotel entrepreneurs and people who interested to invest in boutique hotel businesses in order to apply and manage their resources including staffs that may become a part to create impression and good reputation for the hotels. The outcome may lead to increase the number of tourists that were able to endure and posses their businesses for both International and domestic tourists and also encountered with various unexpected situations as well.

Objective of the study

• To access personal characteristics' Thai tourists have related on information exposure and attitudes toward service pattern of boutique hotels around Sukhumvit areas.

• To study information exposure behavior and attitudes of Thai tourists have related toward service patterns' of boutique hotels around Sukhumvit areas.

Previous literature "Boutique hotels were exquisite artistic of architecture that interior design looked different in styles and surround by natures with resort atmosphere and provided luxurious services for customers to highest satisfaction" (Amorndith Samutkojorn, 2010). LucienneAnhar (2001), although the boutique hotel meaning was differently defined and miscellaneous but they still have something that hotel entrepreneurs, marketers, and investors may catch their sight on dominant features were dissimilar from common standard hotels in 3 areas: architecture, service, and obviously target customers. All information exposure has accumulated knowledge, information, and experiences reciprocally that unfold more visions, knowledge, comprehension on circumstances, and become modern and comprehend people than less information exposure people (Wuttichai Chamnong, 1980).

2. Methods

For this study we have taken the help of primary as well as secondary data. The primary source of data for the present study comprises of a set of structured questionnaire administered among the Cronbach's Alpha Co-Efficient equals to 0.848. The secondary information is gathered from the official publications, records, text books, magazines, journals, and published materials. A total of 400 respondents were considered for this study Statistical tools like measures of central tendency and dispersion shall be used to analysis the data so collected for the purpose.

3. Analysis and findings

The period of study was from 1st November to 31st December, 2014. The profile covers gender, age, status, education level, occupation, and income. The findings showed that there were more females respondents (65%) than male (35%). The largest age group was between 25 to 29 years of age (35%). The majority (77%) of the respondents was singled and 58% were graduated bachelor degree or equivalent. There were public company employees (70%) and 28% have income more than 50,000 baht per month. The respondents were asked about how often they received boutique hotel information and converse regarding boutique hotels. Also their attitudes toward boutique hotel service patterns. The analytical findings of each dimension were as follows: Information exposure In order to receive message, the receiver will be selected the messages that were advantage or make their individual attentions. Thus, significant factors that determined success or failure on sending messages to the receivers were information assortment and acquisition. So the message chooser will have different message assortments among their different experiences, requirements, credence, attitudes, and emotions (Pattama Wongwanitkij, 2007)

Compiled Primary data showed that overall score was usually not received hotel information (2.58). Internet received high ranking at 3.22 and their behaviors showed sometime received information. The magazines and tourism journals were also ranked at the highest level (2.99). The findings are supported by Thiyada Punbua (2008), who studied human selective process have 3 categories.

First, selective exposure or selective attention, the receivers has tendency to attend information from some sources via their individual perspectives and concentrations.

Second, selective perception and interpretation, receivers will be selected and interpreted their information dissimilarly through their experiences, attitudes, requirements, expectations, motivations, physical and emotions conditions.

Last, selective retention, receivers will select to memorize some information that similar their individual concentration, requirements, attitudes, and will not memorize those information there not concentration or disagree contents on their individual expectations. Attitude Decho Sawananon (1969), attitude was individuality that can be created, modified, and motivations to identify individual behaviors through several circumstances.

Compiled Primary data also showed that overall score, the tourists' attitudes toward design and service were important for boutique hotel service patterns (3.53). The tourists were concentrated on apply contemporary appliances as interior design (3.70) and apply expensive interior design appliances (3.61) respectively. For service, the highest that tourists were concentrated on the hotel can respond their lifestyles on little details beyond their expectations (3.70) and new generation service staffs were efficiencies (3.61). The overall score toward price dimension showed (3.43) and tourists' attitudes were concentrated toward the hotel decorations and reasonable price (3.45).

The findings are supported by Herbert C. Kelman (1967: 469), referred that the attitudes modifications occurred with sources may be individual, groups, or media such as newspapers, radios, magazines. From the studied found that common sources will have difference characteristics. Sources appealed to attract acquaintance and dominance toward attitudes modification more than any sources. Those sources must be provided reliable characteristics and

social acceptances that can influence their perspective to be complied. Personal characteristics toward boutique hotel information exposure behaviors

The study revealed these age ranges will have more information exposure behaviors than other age ranges. Similarly, Porama Satavetin (1997: 112-117) explained that difference population characteristics of receivers to support information exposure behavior concepts and theoretical. Age was one factor that makes people have difference in term of ideas and behaviors. Generally, young age people will have liberalism ideas more aged people. Young people frequently seized more their ideology, more impetuous, and more optimistic than aged people. Aged people will be seized more commitments, cautiously, and more pessimism. According to these reasons, aged people will have more life experiences. They can distinguish that difference generations will have difference life experiences and also distinguish their attitudes and emotions were dissimilar as well.

Thai tourists' attitudes and income toward boutique hotel service dimensions Table 5 showed the analysis of the difference Thai tourists' attitudes and income toward hotel service dimensions. The results found that different incomes have statistically difference significant at the 0.05 level. The findings are support by Wantana Suracheewin (1998), attitudes occurred from individual learning or experiences not from naturally. It's emotion state that influenced on our personal thoughts and performances. Attitudes were the spirit states quite enduring because different individual acquired more experiences and learning. However, attitudes may have changed that influenced from various circumstances.

The Thai tourists' who have income between 30,001-40,000 baht was the important dimension with the highest (3.81). The study revealed these incomes will have more on applying contemporary appliances as interior design than other income ranges. This findings support by Heskett (1991: 59), explained that service concepts were the tangible characteristics that indicated the tendency of service within responsibilities in service industry.

here have determinations or commitments and achievements through 'Managing the Service Offering' concepts to support their service compositions that created customers to comprehend the process. Conclusion Service businesses have been growing and enormously generated income to Thailand in recent decades, while information distribution from hotel groups and customers were essential that may be related to tourists' attitudes for them to make their individual decision on staying any hotels and resorts. From this research demonstrated that media selections for received boutique hotels' information were Internet and magazines than other media.

Thus, boutique hotels should be concentrated on excellent services to their customers in order to create customers' impressions and willing to disclose hotels' information to another group of their friends and also create excellent attitudes through your boutique hotels. Norman L. Munn (1971: 71), referred attitudes were individual emotions and perspective have on their personal materials, institution circumstance, any suggestions in order to accept or deny that were affected individual to be prepare and showed their created personalities that can be modified and motivated individual behaviors through several circumstances. Attitudes compose of concepts influenced their emotions and those emotions showed as behaviors (Decho Sawananon, 1969: 28).

Similarly, the research of Vithinee Wannasakol (1999), tourism public relations' exposures related tourism behaviors among economic crisis conditions found those tourism public

relations' exposures from mass media and personal media have related on tourism attitudes through economic crisis conditions. The result showed that customers have excellent attitudes toward boutique hotels that applied contemporary appliances as interior design and expensive. The design concepts should unique outstanding through entrepreneurs' preferences. Due to the customers' booking behaviors will prefer the boutique hotels where have both interiors and exteriors were luxurious will be affected their decisions to stay on those hotels. Thus, each boutique hotels should concentrate on applying expensive interior design appliances and usually inspected their appliances that apply on both exteriors and interiors decoration. It assisted all appliances to be maintained, contemporary with style and not malfunctioned or deteriorated. The limitation of this study is the scope of time and size of sample is very less. With this small size of sample of a few boutique hotels the result cannot be considered genuine. Hence further study is very essential in the matter. First, research could be broadened to include other boutique hotels in different areas in Bangkok. It would be valuable to conduct further research concerning customers' attitudes towards other dimensions: hotel facilities both internal and external customer rooms, service process technologies, and physical environments.

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The Thai restaurant owner, with ability and need of food styling skills that needs knowledge for adding more value in Bangkok.

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ABSTRACT

This Research aims to study the ability and need of food styling skills of restaurant owners who need knowledge to add more value to Thai dishes in Thailand Tourist destinations. The objectives of this research are to study and analyze the abilities and food styling skills of the restaurant owners to be able to add more value on dishes. It also aims to investigate the different patterns and the ways to increase food styling knowledge and ability.

Keywords: food styling, Thai dishes, and Thai Restaurant

1. Introduction

Thai food serves as the national dish of Thailand, which has a long history, unique, different from other people. It is also a well-known and acceptable from foreigners. The key components of Thai food are mainly vegetables, herbs, spices and meat. Thailand was known by a foreigner in a healthy diet, tasty and inexpensive.

The world's largest travel web site name Lonely Planet has conducted a survey on the topic “if you could travel to any city in the world purely for the food, where would you go?” the survey found Bangkok is one of the great people that tourists want to go for foods (Andy, 2011).

The researchers assumed the worth of meals problem in Thailand that cost is not very high compared to the benefits and nutrients received. Thus there is a need to think of ways to add value to the Thai national cuisine. Research conducts to Entrepreneurial education restaurant with the capacity and needs of skills and knowledge in interior design to add value to the pool design plate on the tourist attraction in Thailand. The information and guidance of food business operators should improve to add value their products. There also is a professional approach to the newly emerging countries. Professional designers Food (Food stylist) to enable people to this group recognizes the importance of design and higher value from the dishes themselves, decoration and also as a guide for the college student or are studying in class. BA had the opportunity to learn the cuisine and decor, food is increasing. The group of people, who are interested in food, has introduced the concept and the data acquired is useful and can increase the value of Thailand's national dishes, too.

Hawkins et al. (1998) divided ideas in the four types as below

1. Actual self-concept is what we are today.
2. Ideal self-concept is the people we would like to be.
3. Private self-concept is that we want to be.
4. Social self-concept is that we will be seen as someone else or how we want others to see.

Although Assael (1998) describes the concept of the self that depends primarily two reasons: the desire to give us achieve a permanent (Self - consistency) by trying to behave in line with the concept of self. It is the same old clothes, diesel cars and spent quietly at home. Another is the

desire to increase their own prestige (Self - esteem) as a reaction by their own ideals (Ideal Self), which will enhance their dignity by pulling himself closer to his ideal self.

Costa Magoulas (2009) study of color affect the decision to buy the food (How color affects food choices) that colors have a great influence on the industry. Employees need to understand how food preparation, presentation, and collaboration between colors and flavors to impress visually to customers since the first sighting.

Therefore, understanding consumer behavior is influenced by the style of life. You should study the various factors that affect those behaviors. These factors are external motivation and intrinsic motivation. The factors that are external motivation in the sense that it is the social and demographic factors, cultural subcultures demographic reference group, family and study the internal motivation and awareness, learning, memory, motivation, personality, emotional attitudes to come to an understanding of consumer behavior more.

2. Methodology

The samples in this research were restaurant owners in Bangkok. Questionnaires were used as a tool to conduct a survey in which 200 people had responded to the questionnaires.

The instrument used to collect descriptive study was a questionnaire (Questionnaire) with closed-type questions. The project is divided into five parts, namely the question.

The first is the demographic characteristics of respondents, including gender, age, marital status, monthly income during the opening the restaurant features seats with a choice question (Check list). The second is about the general behavior of the service to consumers. It is a choice question (Check list). The three is about the ability and skills to design and decorate dishes. It is a choice question (Check list). The fourth is on the review of the decorative plates for patterns and ways to enhance their knowledge and skills for the decoration of dishes. It is a question of rating scales with five levels (Rating scale) according to the Linker's scale. The five is open-ended questions (Open- ended Questionnaire) by giving respondents the opportunity to comment on the capabilities and needs of the knowledge and skills to design and decorate dishes. To add value to the pool plate Thailand. The problems and suggested ways to improve and fix it. The data was analyzed as percentage, mean and standard deviation using the SPSS program.

3. Results

The results from the 200 responders were: 1) Most of the responders were female, age 21-24 years of age, single, Bachelor degree holder, monthly income between 10,001 - 15,000 Baht, working in regional and traditional restaurant type, open between morning until evening, had 10 – 20 seats, working as business owner with 1-5 years of working experience. 2) The general service behavior in convenience was 4.31 on average; in coordination were 4.32 on average; in courtesy were 4.35 on average; in information were 4.42 on average; in service quality were 4.37 on average; in cost were 4.01 on average. 3) The food styling ability was 4.16 on average and the food styling skill was 3.86 on average. 4) The food styling in price was 4.00 on average; in patterns were 3.90 on average; in the ways of increasing food styling knowledge and abilities were 3.85 on average. 5) Responders' opinions on Food styling abilities and skills were the price of the decorating ingredients shouldn't be high and should be able to eat with the meal; the most important parts of food business is focusing on food cleanliness and food taste; increasing the food price causes the limit of target groups which is the high income people can only spend the

money on expensive food; food styling should be a universal style which can apply to any types of foods. Food styling techniques can be learned from the Food Advertising pictures. Responders would like to attend the Food styling class and cooking class.

Table 1 shows the mean ($\overline{X}$) and standard deviation (S.D.) of the decorative plate on price

Decorative plate on price	Levels	
	$\overline{X}$	**S.D**
1. The dish is decorated beautifully to add value to food	4.17	.846
2. Do you think your customers will not complain, if your diet is beautiful? Look appetizing even though prices are higher than ever.	4.04	.840
3. Do you think customers like the taste of the food rather than the beauty of food?	4.10	.835
4. Do you think you can raise the price of food as you want whenever you want?	3.79	1.050
5. If you believe would increase food prices. You can use the beautifully decorated restaurant. Instead of increasing the amount of meat, vegetables, rice and more.	3.85	.949
6. Food can make look beautiful with increased sales.	3.98	.849
7. The decorative plate increases the burden on you, and you cannot raise the price of food.	3.95	.968
8. Customers want cheap food and ignore the beauty of food.	4.09	.945
Average	4.00	0.910

Table 2 shows the mean ($\overline{X}$) and standard deviation (S.D.) of the decorative plate is the guidelines for the development of knowledge and skills for the design.

Decorative plate is the guidelines for the development of knowledge and skills for the design.	Levels	
	$\overline{X}$	**S.D**
1. Do you want to know more on the plate design?	3.78	.958
2. Do you want to read more about the food design?	3.81	.946
3. Do you want to join a food styling workshop to increase revenue?	3.90	.980
4. Do you want to learn more about your customers? To understand the customer's needs in order to develop your restaurant.	3.91	1.005
5. If there is the training food and design to understand the needs of customers. I will attend a training course.	3.87	1.018
Average	3.85	0.981

Table 1 found that decorated the dish price. Overall in the study When they are considered sorted by average of descending found to have an average height are the one who said, "Decorative plates beautifully add value to food" ($\overline{X}$ = 4.17, SD = .846), followed by Article 3, " customers like the taste of the food rather than the beauty of food" ($\overline{X}$ = 4.10, SD = .835) and the

lowest average including the four that. "Do you think you can raise the price of food as you want whenever you want" ($\overline{X}$ = 3.79, SD = 1.050).

Table 2 found that decorated the plate is the guidelines for the development of knowledge and skills for the decoration of dishes. Overall in the study When it is considered sorted by average of descending found to have the highest average including Article 19 that "you want to learn more about your customers. To understand the customer's needs in order to develop your store "($\overline{X}$ = 3.91, SD = 1.005), followed by Article 18 that" you want participants to design a very creative way to increase revenue "($\overline{X}$ = 3.90, SD = .980) and the lowest average, including Article 16, which says "you need more knowledge on the design Fast Food" ($\overline{X}$ = 3.78, SD = .958).

4. Conclusion

The findings restaurant had on the capabilities and needs the skills and knowledge to design and decorate dishes to add value to the pool design plate. The attraction can be discussed in the following.

4.1 Operators restaurant decorated with knowledge and know the benefits of dishes, but the lack of skills in design. They do not see the importance of good food compared with Cleanliness and taste. There were also commented that the decor, food and increase food prices will restrain group of customers with higher incomes alone.

4.2 Forms and ways to enhance their knowledge and skills for the decoration of dishes to add value to the food dish Thailand. The study found that Respondents to learn more about the customer. In order to understand their needs and can bring development shop. There also needs to participate in a creative workshop designed to increase revenue.

This research suggests that the future research should consider on consumers' attitude towards food styling that can add more money value on the Thai Food or not. The consumer is willing to either pay more for the beauty of the food, or not. Also, what are the most important factors when considering on eating? The results of the future research will benefit the restaurant business owners to be able to understand and satisfy the consumer's needs.

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ACTUAL PROBLEMS OF ECONOMICS

Scientific Economic Journal, Ukraine

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The aim of upcoming conference is to facilitate exchange of information and networking among scholars and practitioners for future research in all fields of economic development, searching for solutions of actual economic problems and adequate responds for globalization and post-industrialization challenges.

All accepted and **personally presented** papers will be **published** (within 1 year) in

"ACTUAL PROBLEMS OF ECONOMY"

Leading scientific economic journal in Eastern Europe (indexed and listed in SCOPUS, EBSCOHOST, ECONLIT)

Conference fees:	Before 27.11.15	After 27.11.15
ACE – 16 Participation (full package) + Publication in SCOPUS journal	350 USD	400 USD
ACE – 16 Participation only (full package)	150 USD	200 USD

Potential Topics and Sessions:

- National economy's development in context of globalization and integration
- Multinational business: paces of development, sources for global competitiveness
- World trade and world markets dynamic
- Economy theories, concepts and approaches: postindustrial transformations and new system of international division of labor
- Marketing issues for economic progress provision
- Social and humanitarian sources of corporative efficiency and competitiveness
- Government, business and society: collaborate for progress
- Agriculture-industry-servicing : sectoral growth and interactions
- Informatization, automatization, virtualization: new requirements of business & management development
- Labor potential for global and local economies
- Financial findings for economy sufficiency and global positioning

Submission guidelines:

- Topic & abstract (up to 250 words) submission before **20 November, 2015**
- Acceptance notification – in 5 days after submission
- Full paper submission – **10 January 2016**
- Agenda proof and registration form submission – **17 January 2016**
- Registration open in venue – **21 January 2016**

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(by editor of "Actual problem of economy" scientific journal)

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At least 3 papers will be competitively selected to get special recognitions at the conference:

Outstanding research and findings
Outstanding presentation
Special award from National Academy of Management
And abilities of free-of-charge publication in "Actual problems of economy" scientific journal